

# Chemist & Druggist

Benn >>

MARCH 1 1975

THE NEWSWEEKLY FOR PHARMACY



**Knock spots off  
your customers...  
and they'll come  
back for more!**

Because **ALBION Milk & Sulphur Skin Soap** really works! The two basic ingredients of Albion Skin Soap—Milk and Sulphur—are the best of friends to troublesome spotty skins.

**ALBION Milk & Sulphur Skin Soap** is made by the "Simple Soap" people, so you can rely on the same quality and purity of product. And because it doesn't cost the earth, you'll have satisfied customers returning again and again.

**But be prepared.** Albion Soap will be widely advertised this summer in journals like

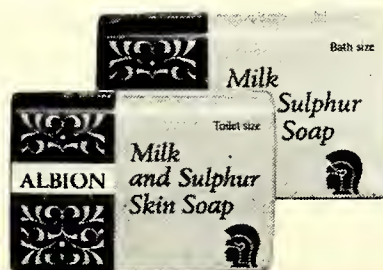
Woman  
Woman & Home  
Honey  
True Magazine  
Petticoat  
Love Affair

Womans Own  
19  
Look Now  
Jackie  
Loving  
Favourite Story

and many others. So it might be a good idea to make sure your stocks of **ALBION Soap** are "spot on"—so to speak.

## ALBION

### Milk and Sulphur Skin Soap



## NUMARK

—the sign to  
replace 'Care'

**R. Gordon  
Drummond  
go 'national'**

**Daniel  
Hanbury  
centenary**

**"We both have a golden tan-no burning whatsoever."**

Mr. & Mrs. S. (holiday on the Costa Brava).

**"We were able to sit in the sun most of the day  
without burning."**

Mrs. A.B. (holiday in the Middle East).

**"With temperatures in the mid-nineties,  
I never experienced any form of sunburn, soreness, etc.,  
only a complete all-over tan."**

Mr. T.B. (holiday in Spain).

**"I shall certainly recommend Eversun to my patients."**

A Doctor.

**"My skin did not burn in the slightest;  
in fact, I turned a deep rich brown."**

Mrs. J.R. (holiday in the Caribbean).

**Your customers  
kindly thanked us for their tans**

# Now we'd like to thank you.

Thank you, in fact, for the part you played in getting Eversun off to such a successful start last summer.

When we launched Eversun, we promised you a discovery with a difference. A product which effectively prevents sunburn - by working *within* the skin, not just on it.

A product which also prevents peeling, thanks to the special moisturisers it contains.

We promised your customers the same. And judging by these (and many other) spontaneous words of praise,\* it's a promise we certainly live up to.

Now, this summer, the unique benefits of Eversun are being brought home to even more people. Colour advertisements will be appearing throughout May, June and July in the following publications: Reader's Digest, Woman's Own,

Woman's Realm, Woman's Journal, Woman & Home, Vogue, Harpers & Queen, She, Cosmopolitan, Daily Telegraph Magazine. Appearing over 30 times, too.

An important feature of the advertising - and the display material - is the Eversun Tan Plan. Simplified to help your customers choose their right Eversun protection strengths.

You can help them further by displaying the Tan Plan throughout your shop.

And while you're about it, help yourself to even bigger Eversun sales this summer.

Eversun is a product of the Cosmetic Division of Roche Products Ltd., the makers of Pantene. All enquiries to the sole UK distributors: Thomas Christy Limited, North Lane, Aldershot, Hants. Tel: Aldershot (0252) 29911.

**PINPOINT YOUR HOLIDAY LOCATION...NOW CHOOSE THE RIGHT EVERSUN STRENGTH**

	YOUR TYPE OF SKIN - DOES IT...					
	BURN EASILY?		REACT NORMALLY?		TAN QUICKLY?	
	Not yet tanned	When you start to tan	Not yet tanned	When you start to tan	Not yet tanned	When you start to tan
<b>MODERATE</b> Sun Strength	<b>5</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>STRONG</b> Sun Strength	<b>7</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>INTENSE</b> Sun Strength	<b>7</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>5</b>

**EVERSUN**  
Plan to tan, not burn.



\*Complete copies of these and other letters received from Eversun users may be had on request. Eversun is a registered trademark.

# New Mimosept Comfort. The towel that's made softer to sell harder.

## What's happened in sanpro?

3 years ago it was enough to be new to be noticed in the sanitary protection market. Not any more.

Libresse changed all that. It revolutionised the younger end of the market. And now it's a £2¼ million brand at RSP.

## Time for a change

And now we believe it's time the more traditional end of the market – the looped towels – were brought up to date. After all, they do account for 70% of all towel sales.

## A Revolution

New Mimosept Comfort is a revolutionary new kind of towel. It's not only softer than any other towel but it also gives a woman all the absorbency she wants – with a unique method of attachment, a strip of foam on the underside that holds it firmly in place.

## 2 Women in every 3 prefer it

Mimosept Comfort is the biggest selling towel in Europe, but we made sure it was right for this country. In trials, 2 out of every 3 women preferred new

Mimosept Comfort to their present brand. And that's a lot of business.

## The Soft Towel with the Hard Sell – Over £½ million this Year

New Mimosept Comfort launched with the biggest advertising budget a sanitary towel ever had. Over £½ million this year. With hard hitting ads in major women's magazines. And the first posters ever used in a sanpro launch. Plus more than a million money-saving coupons in the introductory packs to bring your customers back for more.

New Mimosept Comfort is the right product. With the right support. And the right trade terms.

Make sure you will reap the rewards.

**MÖLNLYCKE LIMITED,**

Harpenden, Herts. Tel: Harpenden 68111  
(STD 05827)



# Chemist & Druggist

The newsweekly for pharmacy

1 March 1975 Vol. 203 No. 4953

116th year of publication

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Publisher James Lear

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**Member Audit  
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of Circulations**

# Comment

## Options open

For "Care", read "Numark". Certainly the change in the Independent Chemists Marketing symbol should have taken the heat out of the confrontation with the Pharmaceutical Society, and the new name is both logical (deriving from NPU Marketing) and capable of association with the "Nu" trade-marked products.

For the Numark member, these associations are, of course, an advantage. But NPU members who do not participate in the VTO might equally consider themselves disadvantaged. One of the functions of a VTO can be to provide, as Mr Trotman pointed out during his initial campaign meetings, the necessary "own brand" entry into major product categories. Thus it is often most profitable to stock only the three or four advertised brands that hold perhaps 80 per cent of a market, plus a value-for money own brand which will make up most of the balance of potential sales. The NPUM brands have fulfilled that function for all NPU members and non-VTO members may feel concern about their enforced association with the symbol—and about the possibility of the "Nu" range becoming "exclusive" at some time in the future.

The own brand is one feature that is not shared by most of the competitive wholesaling schemes, but each has its own special advantages for the pharmacist and the choice will be a difficult decision for the individual. It is the kind of competitive-service situation in which the smaller retailer often looks to his trade body, for unbiased guidance—this time, in vain!

Certainly not every pharmacy will wish to participate and the point is, surprisingly, well made in the first issue of *The Numark Chemist*, to be circulated to all NPU members next week. In an interview, Mr Peter White, a Bromley retail pharmacist, sees "only one drawback" to the scheme—he is "not keen on using the group identity. I wouldn't necessarily want to be associated with my nearest Numark opposition . . . if there was a rather scruffy Numark chemist near me I wouldn't be too happy." Mr White also says he does not believe in cut-pricing.

The above remarks suggest that Mr White needs only a low-cost distribution scheme—and there he now has a good choice. But for all the "extras" available from the various wholesalers, a guaranteed "commitment" is demanded, whether it be use of a symbol, a substantial slice of the shop's business, or promotion of the current consumer offers. What Mr White's case demonstrates is that a choice of schemes is perhaps better for the independence of retail pharmacy than that all independents and smaller multiples should become one great combine in the eyes of the public.

The question of optimum size remains, however, and little has been said publicly about the number of clients a scheme needs before it can obtain rock-bottom terms and co-operative promotional effort from the manufacturers. If the four major schemes can in fact divide up the independent chemists' business to the advantage of themselves and their customers, it will be in the chemists' interest to maintain his right of choice—even if his first investment must be a calculator to help with the decision!

# Weddel Insulins

**PUTTING  
THE SHOT  
IN THE  
RIGHT  
PLACE?**



The majority of British hospitals  
dispense

**WEDDEL INSULINS**



Many of the new insulin dependent  
diabetics will be receiving

**WEDDEL INSULINS**



Help reassure these customers by  
continuing to dispense

**WEDDEL INSULINS**

*Contact Weddel Pharmaceuticals Ltd. for supplies of:- Insulin Injection B.P.,  
Isophane Insulin Injection B.P., and Protamine Zinc Insulin Injection B.P.*

**‘Weddel for patient confidence’**



**WEDDEL PHARMACEUTICALS LTD.**

SALISBURY HOUSE LONDON WALL LONDON EC2M 5XD  
TEL. 01-638 4237

# ICML get into gear under new symbol

"Numark" has replaced "Care" as the new trading symbol for Independent Chemists Marketing Ltd. The mark is embodied in a device similar to that of the old name to ensure that consumer identification is continued.

Announcing the new name, Mr D. Royce, chairman, and Mr A. Trotman pointed out that during the first year of "Care" they had gained in experience both at wholesale and retail levels, and the organisation had now become even more competitive and viable.

Numark's March promotion features brand leaders such as Radox salts and liquid, Macleans toothpaste in a special banded pack, Band-Aid clear plasters, Ayds, Alberto Balsam shampoo and conditioner, and Harmony hairspray.

April will see the return of Numark national advertising and chemists will have £90,000 of coupons to back the promotion's impact. The products on

## NUMARK

that occasion will be Sunsilk hairspray, U3 deodorant (linked with a 3p coupon), Vaseline petroleum jelly, Formula 16 hair colour restorers, Nice'n Easy hair colourants, Johnsons baby shampoo, Baby-Dri one way nappy liners with a 7p coupon and lastly, Johnsons baby lotion.

Commenting on the current situation, Mr Royce pointed out that the Statutory Committee did not consider the trading group name "Care" was objectionably used in isolation but only when used in juxtaposition with the word "chemist".

"It is obvious to me—and I know to many retail pharmacist colleagues—that the prime objection is to the use of the word 'chemist' in advertising. In deference to this objection we discontinued using the title 'chemist' in the Group advertisements knowing full well that in so doing we sacrificed considerable impact. We were prepared to accept this loss to avoid confrontation with the Society's Council—alas to no avail."

He said that he still retained his conviction that as a pharmacist he had the right to describe his shop as it was known by his customers, namely "a chemist's shop", and in his opinion any attempt to prevent him doing so constituted a restraint of trade.

"The Statutory Committee was careful to avoid any comment on this question,



Mr D. Royce

which suggested that it was fully aware of the inherent danger of coming into conflict with the law."

Whatever the outcome of the so-called "consultation of branch opinion" by the Council of the Society, he was sure the vast majority of his retail colleagues would share that view.

He feared there was, within the Society, a vociferous minority of pharmacists not engaged in retail pharmacy who sought to impose their restrictive will upon the majority of their colleagues who were obliged to seek a reasonable living in retail practice.

Referring to the VTO he said it was no accident that over 50 per cent of retailers in one franchise area had joined the group, while in others membership was as low as 7 per cent. "We recognise the 'chicken and egg' situation. We also

recognise that retailers cannot join the group until the wholesalers' service is offered to them. Accordingly, the ICML Board is reviewing the resources being placed behind every wholesaler franchise."

The trading partnership placed a clear responsibility on wholesale members to create and operate to satisfactory service levels. In return, it was necessary for retail members to avoid the fragmentation of their combined strength by concentrating their buying and promotional activity through their group wholesaler. By doing this, the partnership would prosper to their mutual advantage.

The "Numark" symbol does not carry any identification with chemists and in the early stages of its introduction to the general public it is going to be associated with messages such as:

"Family size value at your independent Chemist."

"Means value for money at your Independent Chemist."

"The sign of value at your local Independent Chemist."

### Still losing market share

ICML have prepared the accompanying chart showing that chemists are still losing their share of the OTC market to Boots and the grocery trade. They say in 1972 independent chemists had a £50 million share of 20 major OTC product areas and a £51 million share in 1973, but in the first 10 months of 1974, their share had fallen to £36¼ million.

Mr Charles Morris-Cox, marketing controller at ICML, indicates that the total 1974 market value will probably not reach the 1972 figure and the "omens for 1975 are not exactly the breeding ground for optimism."

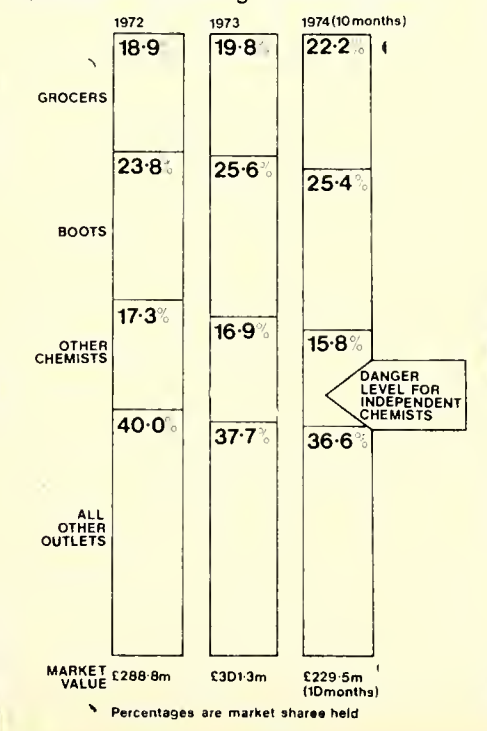
"We must remember that when things get tight Boots and some of the other multiples and grocery chains trading in similar goods which make up an average of 50 per cent of the chemist's turnover stand better placed than most of the independents. This is not because they are supermen but purely that they have embraced the trading and marketing techniques of the 70's. They have not clung to the methods of yesteryear."

### Trade unionism or professionalism?

The new Welsh Region of the Pharmaceutical Society has picked the topic "Trade unionism or professionalism in pharmacy" for its inaugural regional conference at the Elephant and Castle Hotel, Newtown, Powys, on June 8. The speakers at the conference, which is planned in the form of a seminar, will be: Mr D. F. Lewis, secretary and registrar, Pharmaceutical Society, Mr D. N. Sharpe, representing the National Pharmaceutical Union, and Mr J. Mercer, divisional officer, ASTMS. Admission will be by ticket only (£1).

The region has also planned its inaugural dinner on June 7 at the same venue (tickets £3). Further details can be obtained from Mr R. Jones, secretary, Rhanbarth de Cymru, 20 Tuberville Crescent, Litchard, Bridgend, Mid Glamorgan CF31 1QT.

Chemists' declining market share



# NHS family planning service 'this summer'

The Department of Health expects to introduce the NHS family planning service through general practitioners and retail pharmacies during the summer.

Dr David Owen, Minister of State, Department of Health, stated in reply to a written Commons question last week that his Department had now reached agreement with representatives of general practitioners on revisions to their contracts to provide for such a service. The agreement, which covered fees and other matters, had been reported to the Doctors' and Dentists' Review Body, and pharmacists' representatives had been informed. "Subject to discussions with them, we expect to introduce the service during the summer," he added.

It is understood that the agreement does not include condoms. It provides for each doctor to decide whether to operate the scheme. The fees for doctors are said to be £3.50 for prescribing a diaphragm or oral contraceptive, and £10 for examination and fitting an intrauterine device with £3.50 for subsequent examinations. The Government last year accepted a Lords amendment that no prescription charges were to be paid by the patient.

A spokesman for the Department of Health told *C&D* that the Department had written to the Central NHS Chemist Contractors' Committee inviting their co-operation in settling the earliest possible date for the service to commence.

## Dispensing doctors want pharmacists' scheme

The British Medical Association's rural practices subcommittee has agreed that negotiations for dispensing doctors' payment should continue on the basis of a method of remuneration similar to the Scottish pharmacists' scheme.

According to last week's *British Medical Journal*, the subcommittee's chairman, Dr M. A. Wilson, told the meeting on February 5, that in December the Department of Health had proposed that dispensing doctors should receive pharmacists' rate of on-cost and basic professional fee for all payments based on the Drug Tariff, with no rural area subsidies, rota payments or urgent fees. As doctors received payments for premises and staff, and fees were superannuable, the Department believed the arrangement would be satisfactory, he said. At a meeting in January the subcommittee's working group had suggested that the dispensing fee paid to pharmacists in Scotland would be more satisfactory and the Department had agreed to examine the suggestion.

The Department had proposed a safeguarding method whereby a doctor dis-

pensing less than 500 prescriptions a month would receive a balance payment if he earned less under the proposed new scheme than under the old one, the report continues. On discounting, the Department had been told that dispensing doctors paid on pharmacists' rates would not receive the same amount "because a company of pharmacists was not regarded by the Department as one group." The Department's proposals had said practices would be required to submit a single claim, irrespective of the number of doctors involved. The report says that the Department had been asked to produce evidence that discount parcels were available to dispensing doctors.

## Protest meeting sequel

The National Chamber of Trade is being asked by the Ashford, Kent, chamber to call an urgent meeting this month to discuss and take action on the emergency resolution passed at the protest meeting held in London last week (see p 262). The action suggested was that all traders should refuse to carry out their unpaid duties as form completers for the Government for an initial period of three months from April 1.

## Hospital quality control steering committee set up

Hospital quality control pharmacists have set up a steering committee through which analytical information and points for discussion could be routed.

The steering committee was set up at a symposium held recently at Selly Oak Hospital, Birmingham. The committee, which will meet regularly, is composed of: Mr H. Abrahams, Derbyshire Royal Infirmary, Derby, Mr R. Bain, Queen Alexandra Hospital, Cosham, Portsmouth, Dr A. K. Davis, Pinderfields General Hospital, Wakefield, Mr T. French, Kings College Hospital, London, Miss E. Lynn, General Hospital, Newcastle-upon-Tyne, and Miss M. E. Williams, Queen Elizabeth Hospital, Birmingham B15 2TH. Miss Williams, a principal pharmacist, is to undertake most of the secretarial work initially.

Points for future discussion by the committee are the responsibilities and structure of the service within NHS regions and inter/intra laboratory variation. Dr Davis described an information bulletin he produced, and it was decided to send him information for distribution.

In a paper on hospital quality control presented at the symposium, Mr J. A. Wandless, principal pharmacist, Department of Health, said the Department had now recognised the need for:—

□ The employment of graduate chemists

The Ashford chamber's letter suggests that the meeting in March should also consider "the alternatives of a strike, a trade boycott of the Government, general disruption of 'red tape' and the ultimate deterrent of withholding all tax payments for three months."

"We are fully aware there may be doubts as to the legality of our actions, but we are also aware that traders in this country are bleeding to death—and from the feeling of the protest meeting such unprecedented steps are assured of unanimous and united support. We shall stand together with no political bias against the unfair laws and swingeing increases planned for us."

## Move to encourage more 'urgent' script marking

The Northern Ireland Pharmaceutical Contractors' Committee is awaiting developments in Scotland to have urgent fees taken out from the costing of a doctor's prescribing. It is argued that as long as urgent fees are included in doctors' costs, such average costs tend to be high, hence doctors' reluctance to marking forms "urgent." A "more realistic" urgent fee is also being sought.

## Illegal 'factory' discovered

Amphetamine tablets said to be worth more than £500,000 on the "black market" were seized on Tuesday from an "illegal laboratory" in Mitcham Lane, Tooting, South West London, by Scotland Yard's Drug Squad. A police spokesman said on Wednesday a machine capable of producing 36,000 tablets per hour was found in a block of garages. Five people were being interviewed.

within hospital QC laboratories with proper career and salary structures; attention was currently being focused on pharmacy technicians working in such laboratories.

□ Co-ordination of quality control performed on industrially manufactured items on a national regional basis, with two-way exchange of information between hospital laboratories and the Department of Health.

A comparison of surveys undertaken in 1971 and 1974 showed that centralisation, rationalisation and co-ordination of facilities was taking place. However, analysis of regional workloads showed that about 14,000 commercial products were being examined in the UK each year, with much of the work duplicated throughout the regions. Although some duplication was desirable, efficiency needed to be combined with economy. Thus there was a need for regional co-ordination of quality control on hospital-purchased products.

A paper proposing the formation of an analytical information centre was circulated at the symposium. A collaborative group would act as the centre, with membership drawn from one QC principal pharmacist per region and representatives of the Medicines and Supply Divisions of the Department of Health.

# Pharmacists' VAT scheme from April 1

The Customs and Excise have announced that the new special schemes for VAT retailers given in the recently published Notice No. 727 (see *C&D*, February 15, p 206), will come into effect on April 1, and will then supersede the existing schemes.

The date is given in VAT News No. 5, which is now being distributed to all VAT registered traders.

Retail pharmacists are advised in the newsletter to apply to Customs and Excise for leaflet No. 5/75/VMC which explains new arrangements for them to overcome problems which arise from standard-rated goods supplied on prescription.

A revised edition of Notice No. 701 (VAT: Scope and Coverage), replacing the June 1973 issue and later amendments, is being distributed to all VAT registered traders along with VAT News No. 5.

The new arrangements cover all supplies of goods within the scope of Group 14 of Schedule 4 to the Finance Act 1972 (see Notice No 701 (February 1975), p 68). So far as pharmacists are concerned the goods are principally those which are dispensed against a doctor's or dentist's prescription.

Unlike the arrangements they replace, they are not tied to any particular retail scheme. That means that a pharmacist will be able to use any of the retail schemes for which he is eligible and can choose the one which suits his business.

## Adjustment for supplies under Group 14

A retail pharmacist using any of the retail schemes other than Scheme A or Scheme F, include in the gross takings all amounts paid out for supplies of goods covered by Group 14. These amounts will include NHS levies from patients, payments received for private prescriptions and cheques received from the National Health Service in respect of dispensing and supply of goods on prescription.

At the end of each tax period the full scheme calculations are made as explained in the Supplement for the scheme hitherto used, *as if the goods covered by Group 14 were not zero-rated at the time of supply to the customers*. That is to say, for the purposes of calculations all those goods should be treated as being subject to the same rate of tax when supplied as they were when purchased and showing them at that rate of tax in the scheme records of goods received for retailing. This will give a "provisional" calculation of scheme output tax at each positive rate.

But the "provisional" calculations will

Mr J. Frost, MPS (centre) with his wife (in front row) receiving gifts from the staff to mark his 50 years in business (see col 3)



overstate the true tax liability. In order to be able to correct the overstatement, keep a separate record of all amounts received in each tax period for supplies of goods covered by Group 14. These amounts will include NHS levies from patients, payments received for private prescriptions and cheques received from the NHS in respect of dispensing and supply of goods on prescription.

The steps to be undertaken at the end of each tax period, as given in VAT News, are as follows:—

Step 1: Total the amounts you have received in the period from your customers and the National Health Service for your supplies of goods covered by Group 14.

Step 2: Estimate the proportion of the total value of the goods supplied as at Step 1 which, *at the time of receipt*, were taxable at any rate other than the zero rate. Record that amount for each positive rate concerned.

Note: Your estimates in each tax period must be based on the supplies of goods zero-rated under Group 14 which you have made over a period of reasonable length, eg the preceding six to twelve months.

Step 3: Apply the appropriate VAT fractions to the amounts recorded at Step 2. This will give your notional tax at each rate for goods zero-rated under Group 14. Record the results.

Step 4: Deduct the notional tax recorded at Step 3 from your "provisional" calculations of scheme output tax at each positive rate with which you are concerned. This will give your scheme output tax at each rate. But if you are using Scheme G, you should make this deduction *before* you make the one-eighth addition required by Scheme G.

Note: The above information together with that contained in *C&D*, February 15, p 206 (VAT: the new schemes for retailers) updates that given *C&D* Directory 1975, p 355, col 2 "Schemes for retailers"

## January pharmacy losses

A total of 28 pharmacies were lost to the Pharmaceutical Society's register during January when 41 closed down and 13 newly registered. Of the closures, seven were in London, 25 in the rest of England, eight in Scotland and one in Wales. Two newly registered premises were in London, nine in the rest of England, and one each in Scotland and Wales.

## Fifty years in practice at Sutton Coldfield

Mr John Frost recently celebrated his 50th year in business on his own account as a pharmacist. It was on February 8, 1925, that he took over a shop in Nechells Park Road, Birmingham, after managing it for a time.

Since then Mr Frost has developed two large businesses in Sutton Coldfield, Warwicks, one in The Parade and the other in Boldmere, employing a staff totalling about 80.

To celebrate the anniversary the staff presented Mr Frost and his wife with return air tickets to South Africa where they were flying on Thursday.

Mr Frost has indicated that he has no intention of retiring yet and will resume work as soon as he returns in one month's time.

## Move to reduce 'script' forgeries

Moves to reduce the numbers of prescription forgeries are to be discussed next week by a number of family practitioner services administrators.

Mr H. Parsonage, Wirral FPC, told *C&D* that a divisional meeting of administrators from 16 areas are to work out, in conjunction with the police, schemes which might reduce theft of prescription forms. One suggestion, put forward by Mrs Eva Booth, secretary, Birkenhead Branch, Pharmaceutical Society, was that all prescriptions should carry code numbers in the same way as cheques, so that if any pads were stolen they could more easily be traced as doctors and pharmacists would know which numbers were missing. She told *C&D* she felt the number of prescription pads issued to doctors should be strictly limited.

Mr Parsonage said the suggestion had been discussed with the local pharmaceutical committee, but the main problem was whether the results of such a scheme would justify the expense: it might not be workable on a national scale and a local scheme would have little value. He felt doctors could co-operate more by closely guarding their prescription pads and filling them in in such a way as to make alterations difficult. He added that Liverpool was a problem area for prescription thefts.

# Irish restart negotiations on GMS fee

The Irish Pharmaceutical Union last week met the Minister for Health, Mr B. Corish, over the Union's claim for a rise in dispensing fee under the General Medical Services scheme from £0.20 to £0.78. In January almost all the pharmacies in the scheme had submitted three-month notices of withdrawal (*C&D*, January 25, p 93).

Mr G. Ledwith, the Union's secretary, told *C&D* that the meeting had been "frank and amicable," and the outcome was that there had been a "return to direct negotiations." The Minister had indicated lines along which he might be willing to negotiate, and further meetings with him had been planned.

## Pharmacists demand police protection

French pharmacists are insisting on more effective protection from the police following an increase in raids on pharmacies, according to a report in *The Times* on Wednesday. The report says an average of two pharmacies are broken into each day as a result of the scarcity of heroin on the French "market".

## Product-launch complaint

Schering Chemicals Ltd have written to general practitioners to explain why details of their new drug Prodynova appeared in the Press before doctors had been told of its introduction.

A spokesman for the company told *C&D* that difficulties in arranging a Press conference and problems with their mailing system led to articles appearing in newspapers three or four days before doctors received the information. A complaint has been made to the Association of the British Pharmaceutical Industry. The ABPI's Code of Practice states that, except in certain circumstances, "information about a new medical product must not be released to the general public by the manufacturer until the medical profession has been informed of its availability."

## 'Coronary for new drug workers'—M&B reply

May & Baker Ltd replied this week to a claim that two workers who suffered heart attacks recently were working on a new heart drug.

The claim was made in a *Daily Telegraph* report last week, which stated that Mr R. Jones and Mr J. Room collapsed within days of each other, and that a doctor from the Employment Medical

Advisory Service had gone to the Dagenham plant to investigate the matter. However a spokesman for the company told *C&D* that neither of the employees was involved in the plant producing the new drug acebutolol. One was a supervisor who worked in an office and the other was a chemical operator who had previously worked for three months on an early stage in the synthesis of the compound, but neither man had ever been in contact with the final preparation.

The spokesman also pointed out that heart attacks were common to middle-aged men, and the company had a number of that age group amongst its staff of about 5,000 workers. The Health and Safety Executive doctor was called in as a matter of routine. Acebutolol had been passed by the Medicines Commission and the company was currently building up stocks prior to marketing it under a brand name.

## More suitable candidates than pharmacy places

Pharmacy was again one of the university courses for which there were more apparently suitable candidates than places available for the autumn 1974 session.

The Universities Central Council on Admissions 12th report says that 1.90 per cent of the total UK candidates applying through the Council put pharmacy as their first choice compared with 1.55 per cent in 1973.

## Marmite advertisements voluntarily withdrawn

Two Marmite advertisements have been voluntarily withdrawn by the advertisers pending further examination of the situation, according to the Independent Broadcasting Authority.

The IBA's medical advisers were content with the advertisement on the air and "further investigations into the medical aspects are being pursued between the advertisers and the IBA."

An article in *The Observer* recently examined possible dangers to small babies from eating Marmite, following recommendations that they should not be given added salt in their diets (*C&D*, February 22, p 234). A further article in *The Observer* last Sunday said that

solicitors for Marmite telephoned the newspaper to say the advertisement's claim that Marmite did babies "nothing but good" was never used.

An article in last week's *Campaign* said the advertisement which had been withdrawn was shown only in Lancashire.

Neither the manufacturer nor the advertising agency were prepared to comment further. A Department of Health spokesman said the sale of Marmite from clinics was "being considered" but only a minority of clinics sold it.

# People

**Mr G. C. C. Gell**, director of the Chemical and Allied Products Industry Training Board since its formation, having signified his wish to retire at the end of July, will be succeeded as director by **Dr E. G. J. Willing** at present controller of Regional Training and Personnel for the Board.

**Mr Donald A. Bennett**, chairman of the International Synthetic Rubber Co Ltd, has been appointed chairman of the British Chemical Industry Safety Council (BCISC), in succession to Mr E. J. Challis. BCISC, within the Chemical Industries Association, co-ordinates the medical, works practices and other aspects of safety within Britain's chemical industry.

**Mr R. Morris**, managing director, André Philippe Ltd, has offered his own solution to the development of Piccadilly Circus in the company's newspaper. Published also in London's *Evening Standard* this week, Mr Morris's scheme would involve new buildings similar to those in Regent Street rather than "concrete and glass" structures, and the moving of Eros to one side of the Circus to clear the centre for road patterns to be devised by traffic planners.

## Deaths

**Goodall:** On February 6, Mr Edward John George Goodall, MPS, 63 Old Mill Close, Brighton. Mr Goodall qualified in 1940. He was secretary of the Brighton and Hove Association of Pharmacists and a member of the East Sussex Pharmaceutical Committee.

Unichem's medical products manager, Alwyn T. Morgan, MPS, (left) receives a cheque in recognition of his 25 years' service with the organisation. With him are deputy chairman of Unichem, Michael Frith (centre) and Lewis Watson, former managing director.



# 24 reasons for dispensing Larodopa



The first twenty-three are money: 23 x 10p = £2.30 — the amount you save on every 200 tablets dispensed compared with the most expensive brand. In fact, Larodopa is the most economical *and* most frequently prescribed brand of levodopa tablets.

The twenty-fourth reason is that Larodopa is available as double-scored, 500mg tablets only. So one strength will fill all your levodopa tablet prescriptions and simplify your storage problems.

**Larodopa**  
Levodopa at the lowest price



Further information is available on request. Roche Products Limited, 15 Manchester Square, London W1M 6AP J470027  
Larodopa is the trade mark for Roche pharmaceutical preparations containing levodopa.

# Haemorrhoids and Pruritus

## A major advance in home treatment

SOLASIL outdates greasy ointments and embarrassing, awkward suppositories. A few drops of SOLASIL liquid on the sponge (provided in each pack) produce a soft, foam to give fast relief from pain and irritation, shrink the swelling and assist healing.

SOLASIL is heavily advertised to 7 million haemorrhoid sufferers in SUNDAY EXPRESS · SUNDAY MIRROR · SUNDAY PEOPLE · NEWS OF THE WORLD · SUN · DAILY MIRROR · DAILY MAIL · SUNDAY POST.

**To retail at 67p for approximately 14 days supply.**

Offer your customers a clean, gentle treatment.

# Solasil

For a priority visit from your Cuticura representative, contact:

**Cuticura Laboratories Ltd, Maidenhead, Berks.**



## News in brief

□ "High quality drugs and antibiotics" are included in the 10-year programme for scientific and technological co-operation signed recently between the UK and USSR governments.

□ Scientists at the Institute of Technology, Haifa, claim to have extended the life span of laboratory animals by about 30 per cent by giving large doses of vitamin E, according to Press reports.

□ Chemists and appliance contractors in Northern Ireland dispensed some 1,017,556 prescriptions (631,412 forms) during November 1974 at a total cost of £1,155,495 (£1.135 per prescription).

□ The Arthritis and Rheumatism Council, 8 Charing Cross Road, London WC2H 0HN, has published "A guide to arthritis and other rheumatic diseases" (£0.15 including postage), intended for sufferers and their relatives.

□ A protest against Sunday open market trading has been launched by south Wales and western division, Union of Shop, Distributive and Allied Workers. They are calling on all Union members to campaign against the extension of such markets.

□ Expulsion of members who sell cigarettes and approaches to the Government to outlaw the practice are ultimate steps being considered by the Pharmaceutical Society of New South Wales in its campaign against the sale of cigarettes in pharmacies, reported the Pharmacy Guild of Australia's journal last month.

□ Chemical Industries Association has formed a group dealing specifically with organic surfactant intermediate products. It is hoped that the new group, under the chairmanship of Mr Eric Hudson, MA, of Albright and Wilson Ltd, Whitehaven, will co-ordinate and present the views of the six companies presently making up this new CIA group.

□ Trade Promotion Services Ltd, Exhibition House, 6 Warren Lane, Woolwich, London SE18, have announced the following exhibition dates:— International Hair and Beauty Fair, Winter Gardens, Blackpool, March 15-18; International Gifts Fair, Earls Court, London, August 17-21; Wholesale Buyer's Gift Fair, Mount Royal Hotel, London, November 23-27.

□ The Office of Fair Trading has issued the first of a series of consultation papers on the exercise by the director general of his functions under the Consumer Credit Act. The paper deals with the issue of directions relating to credit reference agencies—when the Act comes into force, individuals will have the right to a copy of all the information held about them by an agency. Individuals in business will also have the right to information, but the director general may restrict the amount to be given if he considers full disclosure would prejudice proper working of the agency.

# Topical reflections

BY XRAYSER

## Relaxation

In an editorial comment concerning VAT you made a thoughtful reference to "retailers who have had time to read Customs and Excise Notice no 727," and I resolved to find (or make) time for the purpose. I prepared for a full evening session, settling down with a supply of Clear-night, for that seemed, in the circumstances, to be indispensable. I sank back in my armchair, first making sure that my free cigar, given me with my hair-cream, was burning evenly. On opening the first page, I immediately feared the worst, for on the top right-hand corner was a device depicting what looked like a portcullis anchored by two massive chains, the whole, as they say, surmounted by a crown. And, with that threat hanging over me, I moved on to the lighter stuff inside.

On p7, the question is asked: "What are VAT fractions?" We are told that if we sell an article at £1.08 and the rate of VAT is 8 per cent, the amount of tax on that article is 8p. (How convenient the decimal system is.) But, our tutor goes on, 8p of course is not 8 per cent of £1.08; it is two twenty-sevenths of £1.08. Surely, to be consistent, it should have been described as 7.4074 per cent? Why will official documents persist in complicating matters? The formula given to help us is "rate of tax over 100 plus rate of tax;" and we now find that the calculation has become vulgar. Starting off so unpromisingly, it is no wonder that the proposals become more and more bemusing, until, without the assistance of Clear-night, we would be bludgeoned into insensibility.

On p8, a sop is thrown to us. It reads: "Read these paragraphs and see if any of the items concern you; ignore those that do not. This part of the procedure looks complicated because there are so many different items, but you may very likely find that you can ignore most of them." I pressed on, and on p26 found the following: (Why had I been given only two cigars?) "If you are using Scheme B, C, D, E, G, H or J, and want to link goods which have previously been included in your special scheme calculations, and if the minor articles qualify as "secondary", and therefore have to be treated as being subject to a different rate of tax, you should remove them from your records of receipts for retailing at their own tax rate which applies to the main goods." At that point, slumber's chains had bound me, and I heard the clinking of the portcullis.

## Drop it

One can only hope that the whole sorry scheme will be abandoned, for it looks impossible to carry out without setting-up a self-contained, adequately staffed, special department. I suppose that, once having embarked on VAT, it is too late to consider returning to purchase tax, which seemed to be capable of achieving the same objective in a much simpler manner and in such a way as to render inspection much less cumbersome. The fact that VAT is found, so soon after its introduction, to be so lacking in adaptability, suggests that it was introduced with inadequate preparation and foresight.

The NPU have pointed out that pharmacists will be involved in the purchase of new multi-total cash registers in order to divide their takings at point of sale. That seems, in addition to fresh expense, to offer untold hazard to all but the most experienced assistants, besides retarding the normal processes to an intolerable degree. It is not impossible to give it up. After all, there was the Channel Tunnel.

□ Workers in jobs which expose their health to risks from toxic chemicals, heat, noise or other hazards are not sufficiently protected, according to a

World Health Organisation study group. The group recommended the establishment of guidelines for early detection of health hazards.

# New products and packs

## Hair care

### Hiltone Toners

Hiltone have introduced Toners (£0.09) a range of shampoos that give colour to brown hair while cleansing and conditioning. Introduced as a complementary range to Shaders which are for blonde hair, Toners come in four shades: sherry gold which adds golden highlights to light and medium brown hair; auburn glow, suitable for any shade of brown hair; autumn chestnut which gives "chestnut warmth" to medium or dark-brown hair; and rich mahogany which adds copper tints to dark brown hair. The shampoos are presented in sachets (Beecham Proprietaries, Beecham House, Brentford, Middlesex).

## Babycare

### Large sterilising unit

A new sterilising unit with an 8-pint capacity has been introduced by Milton (£3.24). The unit is large enough to sterilise a whole day's supply of utensils. It has measuring instructions on the sides, a plastic plunger plate to keep all utensils immersed in the sterilising solution and is made from heavy duty plastic in light-filtering yellow (Richardson Merrell Ltd, 20 Savile Row, London W1X 1AE).

## Cosmetics and toiletries

### Hand and body lotion added

Fabergé have added a hand and body lotion to the Aphrodisia and Tigress ranges. The 230-cc lotion comes in a milk white, gold blocked, polythene bottle with gold metallised caps. A counter unit holding six of each fragrance has been produced (Fabergé Inc, Ridgeway, Iver, Bucks).

### For mature skins

Jean D'Albret-Orlane have introduced a night cream that "firms and tightens the skin of the face". Called Rafermilane (£7.50), the cream contains soluble collagen, and a yeast extract, and is said to be suitable for mature skins. It is presented in a 48-g, pink and white jar with a pink cap.

Also introduced is Fluid-blush (£2.20), a light, fluid gel that gives a "natural look" to the face. In a choice of eight shades, four of which are iridescent, it is presented in a glass bottle with its own applicator.

Two shades have been added to Satilane foundation — rose doré, a pinkish beige, and doré, a "warm suntan". The new shades are packed in newly designed Orlane cartons, in white and gold with a caramel band and are available in 50ml



jars (£3.50) or 36ml tubes (£2.70). For sale, April 1.

Orlane are also introducing a cheaper roll-on mascara (£2.00) with refill (£1.50) mid-March. The mascara has a slim, metal case and is in a choice of black, brown, navy blue and dark grey colours and is said to be hypo-allergenic (Jean D'Albret-Orlane Ltd, 125 High Holborn, London WC1 6QX).

### Coty introduce Powdershine

Coty have introduced a new eyeshadow to their Originals range — Powdershine (£1.45). Said to be a blend of loose powder, colour pearl mix and hydrolysed protein moisturisers, it comes in nine shades: moss, sable, teal, iris, delft, heather, bisque highlighter, slate and jade.

Coty have also introduced Sunshimmer (£0.70), a transparent gel make-up that gives a "natural-looking" tan to the skin. Sunshimmer contains moisturisers and a sunscreen and comes in three shades — golden tan, copper, and bronze. Both products are for sale at the end of March.

Also available at the end of March is Coty's Wild Musk fragrance in a creme perfume form, presented in a slim compact (£1.00) (Coty Ltd, Great West Road, Brentford, Middlesex).

### Eyes of the East

Lon offer the "mysteries" of the East in their latest eye make-up — Madeleine Mono's Indian Eyes (£1.98). The product is a lipstick-like, short stick of Kohl — used by Indian and Eastern women to colour their eyelids.

Lon have also introduced more products in their organic aid hair product range. They are, herbal hair health peach shampoo (£0.96), herbal hair cream shampoo with vitamin E (£0.96), and natural apple balsam (£0.86). All the products come in one size only — 8oz — and are said to be hypo-allergenic (Lon (UK) Ltd, 58 Russell Square, London WC1B 4HP).

### Latest from Max Factor

Lip Potions (£0.45) is the latest idea in lip gloss from Max Factor. In two variants



— natural, which is flavourless, and fresh mint that has a mint flavour, the gloss is applied to the lips by a roll-top applicator. The product is presented in a slim bottle and is for sale now.

A new fragrance range has also been introduced by Max Factor — Green Apple — said to capture the natural essence of a crisp, fresh, apple. The range includes perfume (£1.50) and Cologne spray (£1.35) both of which come in glass "love-apples" with leaves moulded into the surface, and have silver-toned caps. There is also a talc (£0.60).

In the California range, Max Factor have added True-to-You, complete make-up (£0.55). The make-up is presented in a polythene bottle, decorated in white and orange, and initially it will come in a large-size, introductory, 56-cc bottle; the regular size will be 43cc. There are six shades.

Country Matters is another fragrance range to be introduced by Max Factor for spring buying. Described as a blend of green, floral and woody notes, there are three fragrances in the range: Greenlea, that has topnotes of iris and ivy with a floral bouquet; Green glade that has a woody fragrance combined with oak-moss and lemon; Evergreen has notes of hyacinth, jasmine and honeysuckle with an underlying base of herbs, cedarwood and vetivert. The fragrance range includes a perfume oil (£1.10), perfume spray (£0.99), Cologne spray (£0.88) and talc (£0.58) (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

## Sundries

### For birdwatchers

The latest binoculars introduced by J. J. Vickers are called the Naturalist range. The range comprises four models with prices ranging from £17.00 to £21.50 and, say the makers, has been designed with the requirements of birdwatchers in mind. Features of the range are wide angle lense, good magnification, compactness and easiness of handling. Each glass has different features such as Zeiss or Bausch & Lomb pattern, ultra violet coating, milled eyepieces and focusing wheel.

As an introductory offer, the makers are offering a 12½ per cent discount on the trade price on orders of two models plus a free pair of their 8 x 30 zcf Swallow binoculars upon settlement of account within 10 days of invoice (J. J. Vickers & Sons Ltd, 80 Royal Hill, London SE10).

# OPENING CLIC-LOC ISN'T CHILD'S PLAY

For once, United Glass presents a closure that is difficult to open . . . for young children.

Clic-Loc is a very clever cap, with a co-ordinated press-and-turn action which adults find simple, but which baffles a small child. In addition to its built-in safety, turning the cap produces a loud click! (Which warns an attentive parent that medicine or a dangerous household product has fallen into the wrong hands).

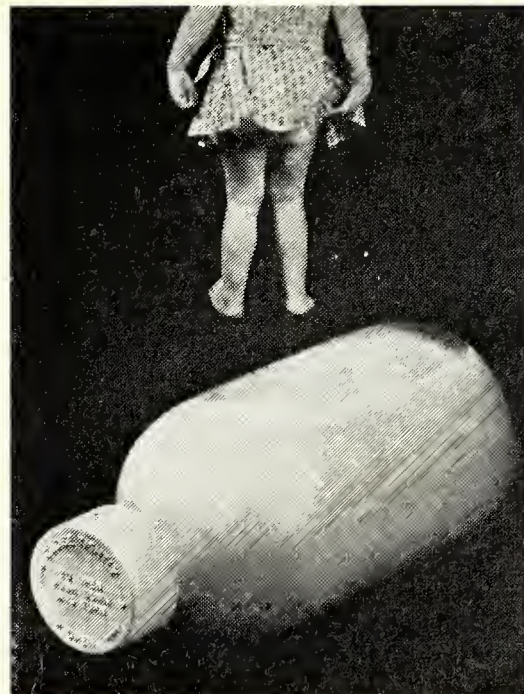
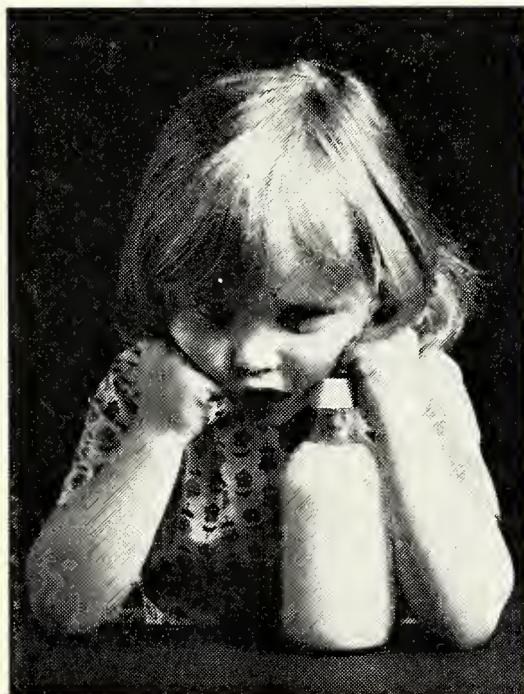
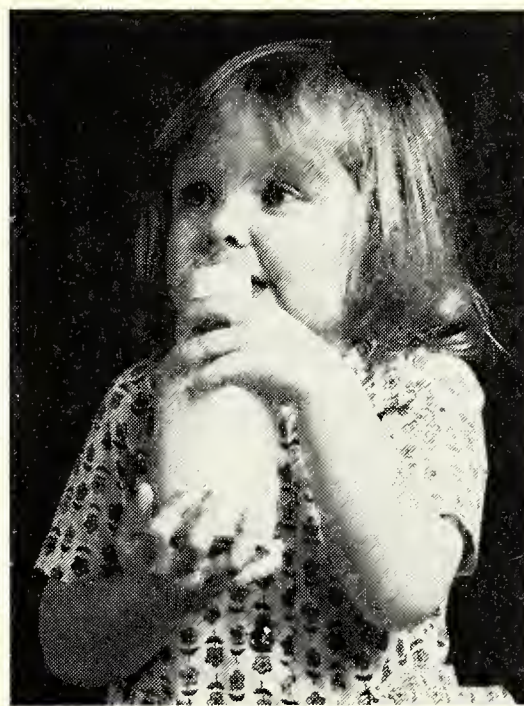
Moreover, Clic-Loc seals all liquids, powders or tablets efficiently at a minimal pack on-cost, a small price to pay for a child's safety. It can also be handled by conventional capping machines.

Clic-Loc meets the stringent safety-packaging legislation in the US, legislation that has resulted in a dramatic reduction in accidental poisonings of children under the age of five. (The 30,000 similar cases in the UK every year emphasise the fact that there are many products in the home which need safety closures).

Johnson Wax, The Wellcome Foundation and E. R. Squibb have already put Clic-Loc in its place: on top. If you feel you should know more about it, please contact us soon.



**Talk to the Top People**



# WE TAKE OUR OWN MEDICINE!

*we are advertising for*  
**MORE BUSINESS**

- ★ **PHARMACEUTICAL** ETHICAL OR O.T.C.
- ★ **TOILETRY**
- ★ **COSMETICS**

If you're thinking of launching a new line (pharmaceutical, toiletry, or cosmetic), have a product which could do with a "shot in the arm", or generally feel that your advertising is not pulling its weight, we would appreciate hearing from you.

We can't work miracles—nobody can. An advertising agency is only as good as the results by which it is judged, and we can look back on some pretty successful efforts over the past 60 years with genuine satisfaction.

So, without any obligation, why not put us to the test with one of your knotty problems. Neither of us can lose—we might even BOTH gain! Your enquiry, addressed to W. L. Sleight, at the address below will be dealt with promptly.



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# Trade News

## Heinz add babyfood varieties

Strained buttered carrots and beef supper has been added to the white label range (£0.07½) of baby foods from H. J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex. Chicken and vegetable broth is available in a limited distribution area.

The following varieties have been "nutritionally upgraded" with the protein content increased to one fifth of the recommended daily intake of protein for babies up to 1 year: strained beef and liver supper, junior spaghetti and beef supper and junior vegetable and egg supper. These varieties now have the yellow label and price (£0.08½).

## Advertising campaign for new cameras

The national advertising campaign to launch the four new Polaroid cameras (last week p 235) "will be greater than the combined Swinger and Colorpack campaigns of the last two years — representing an expenditure of £700 for every shopping hour throughout the duration of the campaign," according to Polaroid (UK) Ltd's advertising manager, Mr P. Hawkyard.

Polaroid (UK) Ltd, Ashley Road, St Albans, Herts, say the campaign begins mid-April and runs until mid-July. Half page advertisements are booked for *Daily Express*, *Sun*, *Daily Mail*, *TV Times*, *Irish Times* and *Irish Independent*, and full-page colour advertisements for *Readers Digest*, *Radio Times*, *Daily Telegraph Magazine* and *Sunday Times Magazine*.

Two new 30-second television commercials are to be shown during the same period, with about 50 peak-time spots. One concentrates on the new cameras and film, and the other demonstrates a series of picture-taking situations with the theme "Polaroid cameras bring you life the minute it happens."

## Family Doctor on sport

"Fit to play" is the latest title in the Family Doctor series (£0.15). Dr I. D. Adams, consultant physician to a sports medicine clinic and medical consultant to Leeds United Football Club, recommends physical fitness as a means to a fuller enjoyment of life and gives advice on training techniques, food and sport, sport in middle age and prevention of injury. Available to members from the National Pharmaceutical Union, 321 Chase Road, London N14 6JN, or from Family Doctor Publications, 47 Chalton Street, London NW1 1HT.

## Animated cartoons

Two new commercials, featuring animated cartoons have been made by Bowater Scott Corporation Ltd, Bowater House,

66 Knightsbridge, London SW1X 7LR for Rainbow and Man Size Scotties. The commercials are currently being shown nationally.

## Fabergé consumer promotions

Fabergé Inc, Ridgeway, Iver, Bucks, are currently featuring consumer promotions on their ranges. For men, a 45cc bottle of Brut lotion is offered for £1.30, a saving of 30p on the regular price, and the special promotion pack comes in a pyramid-shaped merchandising unit containing 24 bottles.

For women, a 52g Kiku spray Cologne is offered for £1.20, a saving of 40p. This pack comes in an unusual, compact counter display unit holding 12 bottles. Fabergé are also offering a "double-size" Xanadu anti-perspirant deodorant spray. The 200g size is in an amethyst can with matching cap, bearing a silver sticker with the wording "Special double size 99p". A counter display unit holds 12 sprays.

## Eurax now 100g tube

Geigy Pharmaceuticals, Hurdsfield Industrial Estate, Macclesfield, Ches SK10 2LY, have discontinued the 120g Eurax and replaced it with a tube of 100g (£0.42 trade). To prevent delays and possible out-of-stock situations, they will be filling orders for the 120g pack with the 100g size.

## North-west introduction

Following success in the north-east television region, Moist and Meaty dog food is being launched in the north-west by Spillers Foods Ltd, Old Change House, Cannon Street, London EC4. During the launch period a bonus of 25p (12 x 2 sachets) and 50p (12 x 4 sachets) is

The new Creepy Crawly spray (£0.39) by Ciba-Geigy (UK) Ltd, Simonsway, Manchester (last week, p 241), said to be effective against spiders, ants, earwigs and other household pests. It is one of two products to be introduced by the makers, the other one being Fly-Tox Superblock (£1.59).



offered if both varieties are stocked. The launch will be supported by a £60,000 advertising campaign on Granada Television starting in mid-April.

## Change from zero standard

In March, the Radiochemical Centre, Amersham, will be providing a low standard of approximately 1mcg T4/100ml, for Thyopac-4 and Thyopac-5 in place of the present zero standard. The exact value of this new low standard will vary slightly from batch to batch (approximately every 8-10 weeks). The calibrated value will be stated on the vial label. This change will not affect the assay performance of Thyopac-4 and Thyopac-5. At the time of the change the Centre will be making appropriate revisions to the assay instructions in the package leaflet and a reminder will be inserted inside the Thyopac-4 and Thyopac-5 kits.

## Test advertising

Earex Ltd, 3 Miles Buildings, Bath, Somerset, are to feature Earex ear drops in a television campaign in the North-east television area beginning March 10. This is the first time Earex has been advertised on television and if successful the makers plan to extend the campaign to other areas.

## Casablanca on television

A television advertising campaign featuring the Casablanca aftershave range is being launched by Unicliffe Ltd, Wellington House, 6 Upper St Martins Lane, London WC2H 9DL, in the London television area. The campaign will run until July.

## Epanutin availability

The 1,000 pack of Epanutin 100mg capsules from Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH, is still available, not the 100 pack as stated on February 15, p 202.

## Rennie advertising

Another burst of national television advertising of Rennie tablets is being mounted by Nicholas Laboratories Ltd, 225 Bath Road, Slough, Bucks, in all television areas for four weeks commencing March 31.

Continued on p 286

# Trade news

Continued from p 285

## Undercover pantees repackaged

Undercover Products (International) Ltd, Queensway Industrial Estate, Wrexham, Denbighshire, have repackaged their paper pantees in squarer, more easy-to-stack boxes. The boxes hold four pantees and offer a wider choice of colours and they come in two sizes — medium and large. The makers are to support their product in a national television campaign this summer. Advertising will begin in May and last until August.

## Unichem member-only offer

Unichem Ltd, Crown House, Morden, Surrey, are offering the following products at discount rates to their members: Feminax; Kemval nappy liners; Radox liquid and salts; Silvikrin shampoo. The promotion lasts until March 23.

## New address

Barker's Liquid of Life (£0.22 and £0.55) and tablets (£0.55) and Barker's anti-septic cream (£0.25) are now available from G. Barker (Liquid of Life) Ltd, c/o 40 Fouracres Road, Manchester M23 8FS.

## Nerissa display unit

Solport Brothers Ltd, Portia House, Goring Street, Goring by Sea, Worthing, Sussex, offer a new counter display unit for their Nerissa foam powder puffs. Sixty display packs, each containing two satin compact size puffs (£0.13½), are presented on a miniature white plastic coated stand. The stand reference number is 1952.

## He'ex on television

Sterling Health Products, Surbiton, Surrey KT6 4PH, have begun a television advertising campaign for Hedex tablets. The campaign is national and runs until March 16. The commercial is based on the theme, "powerful against headaches, gentle on your stomach", and has a "strong cold and flu treatment" emphasis. Emphasis is also placed on the "corporate identity" of Sterling Health as makers of "family medicines you can trust".

## 12-month forecasts

A 12-month forecast of the advertising expenditure of the pharmaceutical and toiletries industries will be available this year.

Business Decisions, who are compiling the forecasts, are obtaining the information in confidence by questionnaire and interviews with advertising managers of companies in each sector. The information will be combined to give the advertising expenditure of the industry as a whole, rather than that of each individual company.

The major product groups being considered include toiletries and cosmetics, and agriculture, horticulture and pharmaceuticals. It is not yet certain exactly how detailed the reports will be—the publishers hope there will be information on the expenditure in individual fields such as shampoos, hairsprays, etc, but until the surveys began in February they

Mr L. Ellery, chief executive, Jeyes Group Ltd, presents the two trophies to be won in the European Football Youth Cup tournament, sponsored by Jeyes for the second year. Teams from five countries will compete in the tournament, March 28-31, with the finals

being held at Celtic Park. Also photographed are from left, Mr R. Grimshaw, president of the Scottish Football Association, Sir William Gray Lord Provost of Glasgow, and Mr F. Cairney, general manager, Celtic Boys Club.



could not anticipate how much information manufacturers would disclose. However, they hope to give a general discussion about advertising trends in each area, classified into national Press, trade Press and television advertising.

Forecasts for April, 1975, to the following April should be available by the end of March. The reports (£170 each) may be ordered in advance from Business Decisions, Kingswell, 58 Heath Street, Hampstead, London NW3.

## Larger size

Spillers Ltd, Old Change House, Cannon Street, London EC4M 6XB are introducing large sizes (£0.14) of Choosy cat food in herring and cod varieties this month. The range now provides all three varieties in two sizes and there is a trade bonus on orders taken during the launch period.

## Albion soap competition

Albion Soap Co Ltd, 77 Station Road, Hampton, Middlesex TW12 2DY, are running a competition in the March issue of *True* magazine in which the first prize is a gold wristwatch from Garrards valued £100, and second prize is a set of Antler suitcases valued £80.

## Dettol's national nursing awards

The 1975 national nursing award scheme, sponsored by Dettol, was launched last week by Reckitt & Colman Products Ltd. Announcements of the scheme are appearing on Dettol packs and "in-store" display material is available.

The scheme is to be conducted under the supervision of the Royal College of Nursing. All entries are to be sent to the Royal College of Nursing before April 11. Nominations may be made by patients, relatives, friends or colleagues.

The first prize will be £1,200 plus the Dettol sword trophy, to be held for one year by the winner's hospital; second prize £750; third prize £500, and each winner of the 12 regional finals will receive a prize of £100. The semi-finals will be held in May, finals in June. Entry forms are available from The National Nursing Awards 1975, PO box 111Z (NNA), Danson Lane, Hull HU8 7DS.

## Vestric promotions for March

Vestric Ltd, Chapel Street, Runcorn, Ches WA7 5AP, are promoting the following products in March: Twice-as-Lasting; Suleo shampoo; Band-aid washproof and clear; Johnson & Johnson shampoo; Nair cream and lotion; Pearl Drops; Cossack; Sure; Kleenex for Men and regular; Kotex Simplicity; Silvikrin hairspray; Palmolive shaving cream; Wilkinson blades.

## Price correction

The retail price of Alyssa Ashley musk spray 75g is £0.99 and not as stated in the supplement to the price list.

## Bonus offers

Arthur H. Cox & Co Ltd, 93 Lewes Road, Brighton BN2 3QJ. Noxicorn 14 as 12 on 36 and over.

May & Baker Ltd, Dagenham, Essex RM10 7XS. Avomine 25mg, 10 invoiced as 9. (March 3 until June 30) through usual wholesalers. Higher bonuses as for larger quantities available through representatives.

# on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

**Alka Seltzer:** All areas

**Anadin:** All areas

**Aquafresh:** All areas

**Bright & Beautiful tissues:** All except E

**Hedex:** All areas

**Limmits:** All areas

**Man Size Scotties:** All areas

**Morny soap:** So

**Oil of Ulay:** All except Y, NE

**Radox:** All except U, E

**Rainbow Scotties:** All areas

**Sukina:** All areas

**Tegrin:** Ln, M, Y, NE, A, U, B

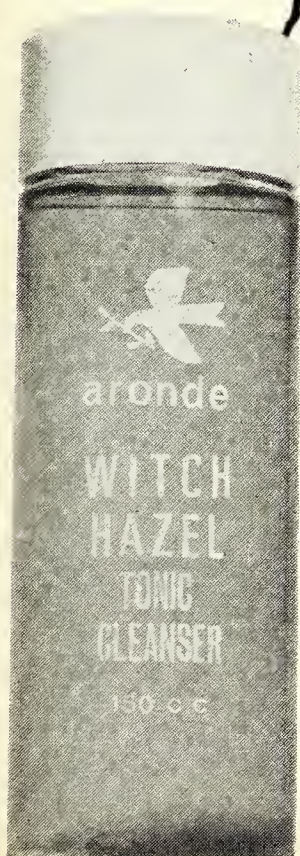
# aronde Witch Hazel

**goes  
national for  
big, big sales**

## Millions of women will "read all about it"

Aronde advertisements will be seen by 7,607,000 women in the big, national News of the World. 12,748,000 fashion conscious women will be reading about Aronde products in Vogue, Woman and Home, Woman's Weekly Libraries, Favourite Story and Woman's Weekly. Multiply all these by the number of insertions, and it all adds up to a staggering number of chances to see this big, influential campaign for Aronde. That means bigger, better sales for you! So don't be caught out — stock up now, and be ready to meet the demand.

Columbia Products Co. Ltd.,  
Sherbourne Avenue, Binstead,  
Ryde, Isle of Wight.  
Tel: Ryde 3761



Please send a Representative to tell me more about Aronde, and Aronde special offers.

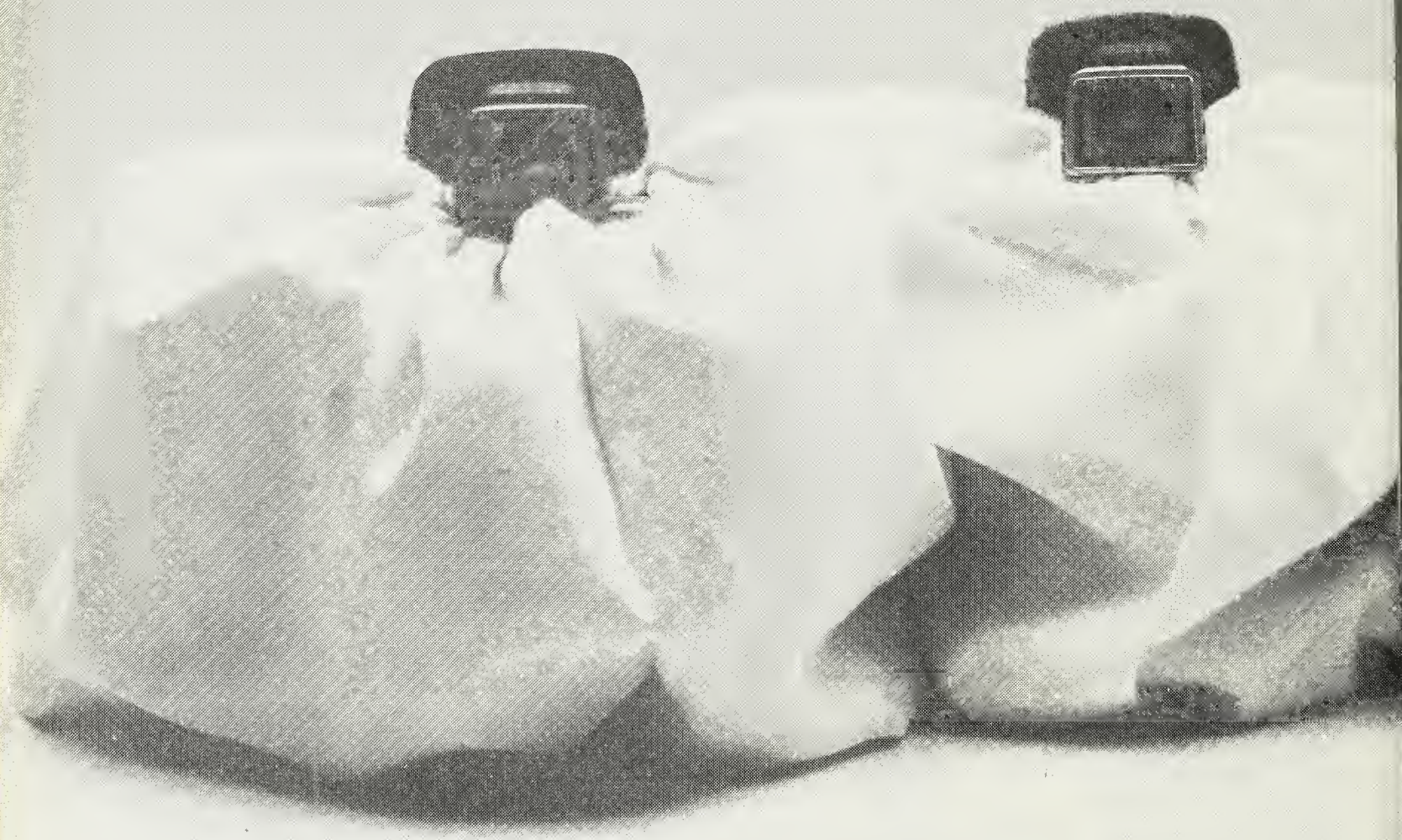
NAME .....

COMPANY .....

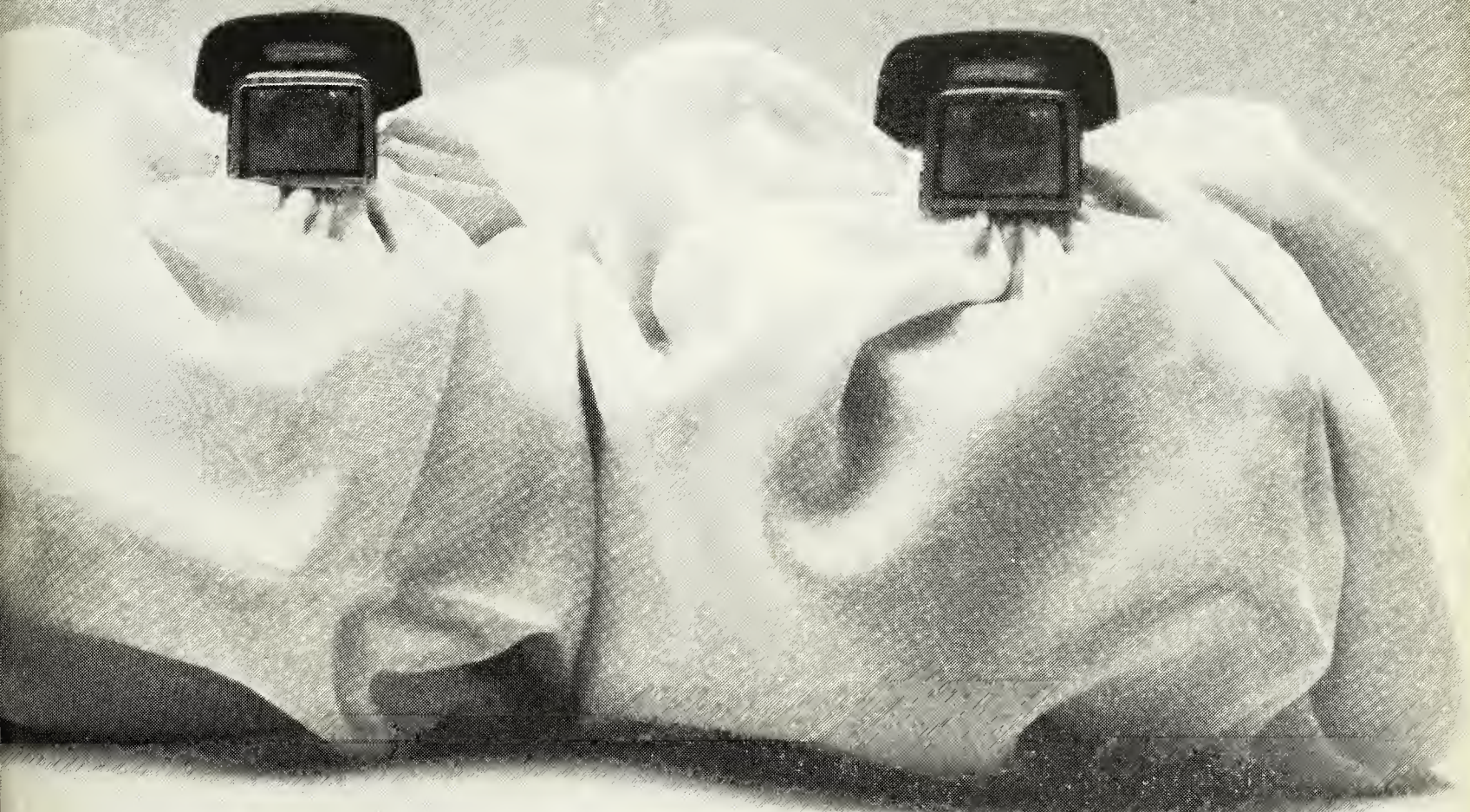
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CD/1/3

**What has four eyes  
sees in second  
personalities, and will**



**s, captures what it  
s, has different  
e hunted everywhere?**



**Watch out. It's coming to your store from Polaroid.**

# The test they said couldn't be done .....



## ...will be done again in front of 35,000,000 people from March 17th.

A few weeks ago we told you that Philishave Electric Shavers would be releasing their biggest Spring advertising campaign in history. Here is what we are doing. A network TV campaign, using the highly successful 'Waterloo Station' commercials for four weeks starting March 17th. A new commercial for Philishave cordless will be shown on

network TV for three weeks starting April 28th. This plus double page spreads and whole pages in colour in Radio Times, Daily Telegraph Magazine, Observer Magazine and Sunday Times Magazine.

It all adds up to the most powerful Spring Campaign for Philishave and for you, reaching over 85% of all men in the UK. So stock up NOW.

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Exclusive 90 Super £21.85  
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Philishave 3  
Rechargeable 90 Super £26.49  
Philishave Compact 90 Super £7.99  
Philishave Cordless 90 Super £6.40  
(Suggested selling prices inc. VAT)

**PHILIPS PHILISHAVE-THE LARGEST SELLING SHAVER IN BRITAIN.**



# PHILIPS

**Simply years ahead.**

# A relaunch success story

by Gerry Beddall, marketing manager,  
Bristol Myers Products

So often great campaigns are announced in the trade Press and then nothing further is heard—no one really knows whether the operation was a success or a failure. But with the Fresh & Dry relaunch a year ago, objective assessment has been possible by analysis of chemist retail audit data from Stats MR.

The reasons for the relaunch were detailed in *C&D*, April 27, 1974, p 524, and included a failure of the brand to achieve full outlet distribution, particularly in chemists. Advertising policy had been inconsistent in the early days, new versions had been introduced bearing only passing similarity, in terms of packaging, to the original, and the range therefore lacked a unified consumer image.

## Redevelopment

Redesigned packaging, improved value-for-money, the addition of light-powder aerosol, all went into the brand's redevelopment and that was followed up with trade and consumer incentives backed by high-impact advertising, including television and Press—a total relaunch expenditure of £500,000, half of it on media advertising. This then was the Fresh & Dry relaunch.

We are now fortunate in being able to look back over the past 12 months at a wealth of research data which enables us to evaluate the operation. By March we had increased our distribution through chemists to 73 per cent which was some 10 per cent higher than December/January, 1973. This held throughout the summer, and while Fresh & Dry had still not achieved the distribution enjoyed by other major brands in the market, the results achieved in consumer sales terms indicated the potential for further improvements.

## Brand share increase

This data shows that our brand share in February/March, 1974, versus February/March, 1973, increased by 6 per cent. In April/May the increase was 31 per cent; in June/July it was 41 per cent; August/September 55 per cent; and in the latest period (October/November) 42 per cent. These are tremendous increases and, it should be emphasised, are consumer sales out of chemists and not sales made to chemists by Bristol-Myers. Thus the increased sales from February to November, 1974, for Fresh & Dry averaged 30 per cent. In contrast the total sales of roll-ons and aerosols through retail pharmacies had only increased by 1.8 per cent. Fresh



Gerry Beddall

& Dry had certainly made its presence felt! Only 6 months after relaunch Fresh & Dry was a clear number two brand in chemists—second only to Mum.

This success was all the more pleasing to Bristol-Myers as in 1974 we contracted Food Brokers to handle the distribution of our products, including deodorants, through grocery outlets. The result was that our share in both chemist and non-chemist outlets rose significantly and one sector did not in any way damage the other. We believe there is one main reason for this—the firm policy of Bristol-Myers to reject differential dealing. The smallest chemist buys products from exactly the same price list as the larger multiple grocer. Volume discounts are available to both outlets in the same way, and it is this fair dealing policy that helps to ensure that one trade sector is able to compete on the same terms with the other. This policy is carried through to promotional packs—eg the Fresh & Dry 50 per cent extra-value deal introduced in July, 1974.

## No complacency

Now, 12 months later, it is clear that the relaunch of Fresh & Dry was an undoubted success. As well as stimulating interest in deodorants and giving Fresh & Dry a 10 per cent share, Bristol-Myers now hold over 21 per cent of the market. However, 1975 is a new year and the short step to disaster in any toiletries market is complacency. For in 1975 Bristol-Myers plan to support Fresh & Dry heavily. Advertising will again feature the award-winning television commercial and attractive trade bonuses will be available.

In spite of the undoubted problems facing the country we believe that deodorants will continue to be one of the most vital and dynamic sectors in the toiletries market. After the experience of 1974, we are confident that at the end of a hopefully long and hot summer, Fresh & Dry will join Mum as leaders in the total chemist market.

# Post Scripts

## Peppermint power

A housewife complained recently to Bucks Consumer Protection Department that contact with a toothpaste had caused her toothbrush to disintegrate.

Tests by the Department showed that the toothpaste disintegrated the heads of various plastic toothbrushes while leaving the bristles intact, and analysis revealed that the toothpaste contained too much peppermint oil. The toothpaste manufacturers were informed and they are now said to be carrying out special precautions to prevent a similar incident. A spokesman for the Department told *C&D* that the woman preferred not to be named, and he could not reveal the toothpaste manufacturer's name.

Perhaps peppermint oil is an answer to plastic pollution.

## Do-it-yourself medicine

Patients in the USA can now enrol for medical self-help courses, according to an article in a recent *Pulse*.

For about £35, participants can attend a course of 17 weekly evening sessions of two hours each and receive a book on family health, weekly reading materials and supplies, and a stethoscope and otoscope. They can then check their own heart rates and look out for reddened ear drums.

Other information provided includes advice on first aid, nutrition, how to store medicines and "the advantages of pressing a doctor to prescribe drugs by generic rather than brand names."

According to the article, participants are eating a better diet and taking care to get more sleep, exercise and medical check-ups. The idea is for the patient to take an active rather than a passive role in his own health care. These "activated patients" apparently, have decided that, once and for all "this medical mystery stuff must go".

# Books

## Export Data

*Benn Brothers Ltd*, Lyon Tower, 125 High Street, Colliers Wood, London SW19 2JN. 9 x 8in. £10.00 including binder and one year's monthly up-dating. This is a new service providing the latest up-dated information about exporting to all overseas markets. Initial information is given on more than 400 loose-leaf pages in a ring binder. New pages on country-by-country documentation will be provided when amendments are needed, and these can be substituted for existing pages. Standard information including postal regulations, financing, the EEC, and international airlines will be amended annually.

## Books received

### Undesirable Drug Interactions 1974/5

*S. Garb HM & M Publishers Ltd* (Milton Road, Aylesbury, Bucks). 8½ x 5½ in. Pp 578 + xxi £7.

# Open Shop

by E. C. Tenner

## Déjà vu

The campaign for democratic pharmacy led by Mr Walker of Spalding, is under way. Whatever else can be said of it, it can be stated with certainty that the title is, to say the least, misleading. Mr Walker is availing himself of the highly democratic processes of our society, in order to object to those elected by that society. He is, of course, entitled to do so, but not under the name he has chosen for his organisation. So far as I have read, the main aim of his organisation is to replace some of our Council members whom he labels "old", with young men like himself. Perhaps "age concern" would be a more apt title if it were not already used by a much more well-intentioned body.

It now transpires that not only do the three rebels from Spalding want your votes, they want your money, because their upper plank is reimbursement for locum expenses. Very nice if you can get it. But for Mr Millward to write in *C&D* (February 1), complaining of Mr Walker's efforts, seems to depend for any sympathetic response on the shortness of readers' memories. It was the efforts of Mr Blum, Mr Millward and Mr Jones

as the Chemists' Action Group, not so many years ago, that prompted the title of this paragraph.

### Inspiration or resignation

Pharmacy, if it is to prosper, must employ staff of a higher standard than other retailers, because of the greater responsibility involved in working in a pharmacy. It follows that assistants in pharmacy must be paid wages higher than those offered to unskilled workers in other areas of retailing. The new JIC rates, unchanged for at least three years, do little to recognise this. It is thus difficult to understand the resignation of Mr Worby, who knows as well as anyone that 50 per cent of the average pharmacist's turnover comes from NHS dispensing. Mr Worby should remain in the JIC council and argue the case that if the payment of reasonable wages to assistants will put 1,000 small pharmacists out of business, this is a state of affairs that no government can contemplate.

Perhaps he should suggest a joint approach by the unions involved in the JIC council, the pharmacists' representatives, the NPU and the Society, to the Depart-

ment of Health, making the case that an immediate increase, not a retrospective one, to cover realistic wage increases to our staff is necessary if the pharmaceutical service is to be maintained. This may not be as flamboyant a gesture as resignation, but it is more sensible.

### Oh Mr Mercer

The speech given by Mr J. T. Mercer, ASTMS divisional officer, Guild of Hospital Pharmacists, at the Guild's branch delegates meeting, makes interesting reading (*C&D*, February 15, p 194). "The intelligent use of muscle is the most efficient use of strength", Mr Mercer is reported as saying. Anatomically speaking, of course, it cannot be faulted, but Mr Mercer was not using the words in that sense. What Mr Mercer was saying is that the threat of strike action produced this rise. But what happens when his bluff is called? It is then that the professional feelings of the pharmacist will be really tested and even more so when they are asked to be musclemen for someone else's dispute. Mr Mercer indeed to be fair to him, made the point when he reminded members that next time they might need to take action absolutely alien to them. I hope that pharmacists will not have to behave, as Mr Mercer says, like dockers or doctors. We would expect a higher standard of behaviour.

### Conversion

The NPU, in its card attached to the VAT petition forms, ends by informing the public that "our job is to concentrate on new medicines." Not, you will note, on selling hairsprays or selling cut-price offers. Welcome home, Mr Wright.

## Business Q&A

*I am retired and own the majority of the shares in a small company which is carried on by my wife and family. If our premises are sold we will have to pay tax on our capital gain. I know if we were a non-company concern the first £10,000 would be exempt but the situation is entirely different as we are placed at the moment. Can you tell me my position?*

A sale upon retirement gives rise to relief on the first £10,000 of gain arising from the sale of business assets. This relates to taxpayers who are 65 years old and over. It is scaled down by £2,000 per annum in respect of taxpayers less than 65. The relief extends to sale of shares in a family company insofar as the assets sold are business assets. It does, not, however, operate to exempt the company itself from corporation tax on its chargeable gains.

*A medical friend has recently inherited from an aged pharmacist uncle one of the once-familiar*

*Yardley flower girl lavender seller statuettes. Can you please inform me of the relative scarcity and probable value of such a statuette and if the originals were made in Dresden?*

The Yardley Flower Girl figures "come up" fairly regularly and there is a market for them. A figure in pristine condition is usually worth around £40 but "chips" or even slight damage greatly reduces that figure. It is difficult to advise concerning the mark, which should be checked against those given in a reference book such as "Marks and Monograms on European and Oriental Pottery and Porcelain", Chaffer's 15th edition (Reeve). Some historical background may be found in "Porcelain Through the Ages", George Savage (Penguin), and "Continental Porcelain of the 18th Century", Rollo Charles (Ernest Benn Ltd).

*My business is carried on as a partnership with two partners. We are considering taking our manager in as a third partner. I believe that there is some benefit in this change for tax purposes. Can you explain please.*

If you have a change in partners the previous business is deemed to close and a new business to commence at the date of the change. The result is that the assess-

ments for income tax are adjusted to the actual profits of the years of cessation and recommencement instead of the normal preceding year basis. You can however elect that the business be treated as continuing so that on the preceding year basis, where the new partner was an employee, his salary in the preceding year was a proper deduction in computing the profits of the new partnership with a resulting reduction in the profits assessable. This requires careful assessment, but the results of electing or otherwise can have considerable effect.

*I own a company pharmacy. I have been asked to sell my business, the buyer wishes to buy the assets. Should I sell the business assets or the shares? I am 65.*

If you sell the business assets, or perhaps more accurately, if your company does so it will be liable to corporation tax on any capital gain, for example on the sale of goodwill or property. If you then wind the company up to get your money out, a liability to capital gains tax on the disposal of shares could arise. If the disposal can be said to be a disposal of business assets (including goodwill) on retirement you will get relief on the first £10,000 of gain. It seems likely that the sale of the underlying assets will increase your tax liability. In these circumstances you would probably be best advised to sell the shares.

# Nicholas have packed even more into Kwells for you this year.

Generous  
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Bonus

Nationwide  
Consumer  
Promotion

Holiday  
Season  
Consumer  
advertising

KWELLS are bursting with activity in 1975. First of all, we're offering a generous trade bonus to give you even more profit. And we're offering it now, so it will pay you to place your order with your wholesaler today.

During the summer there will be a nationwide consumer promotion - even bigger and better than last year's record breaker. Plus a full programme of holiday season consumer advertising.

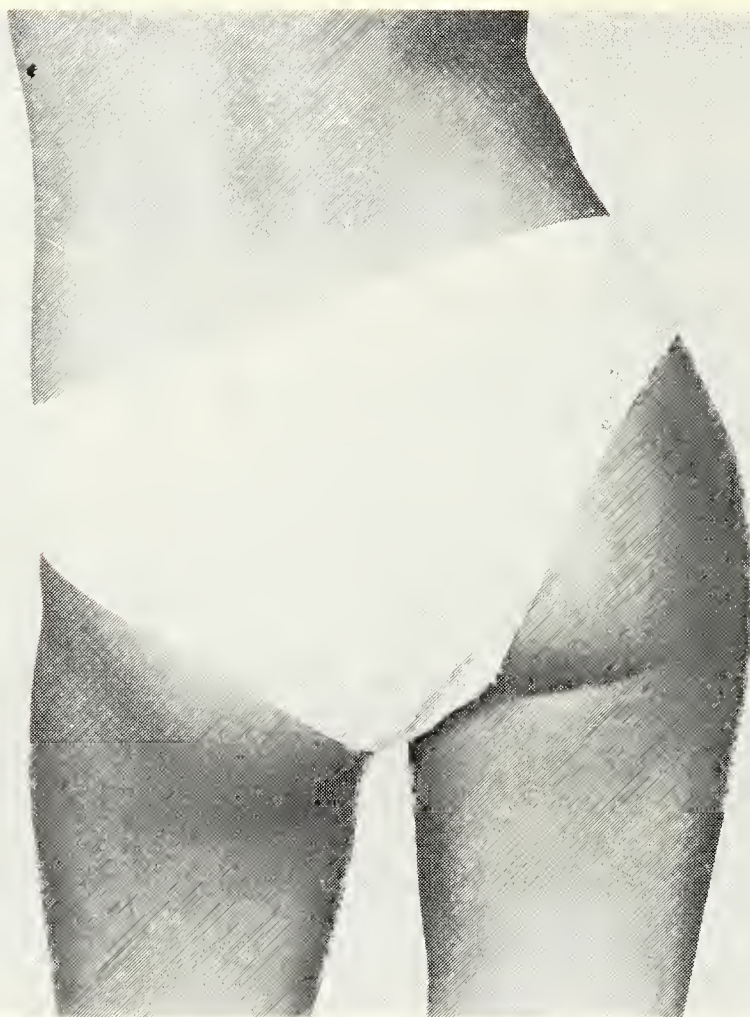
Don't underestimate the demand! With this much packed into the product you stand to get a great deal more out of KWELLS in 1975.

Nicholas

**KWELLS**

Britain's leading travel sickness remedy.





# Undercover pantees. What's in them for you?

Something big.

Because this summer, we're putting more behind our throw-away pantees than ever before.

For the first time, we're going on TV.

Our commercial will run throughout the summer. It'll get home to women, just how useful throw-away pantees can be, both at menstrual times and on holiday.

We're also putting our pantees into new easy stack pretty boxes.

That way they stay up on your shelves (which won't be very long anyway).

So get in our pantees now, and pull out a big profit.

Undercover are available in medium and large.

Some of the Undercover wholesalers: Ayrton Saunders & Co. Ltd.—Benwall Wholesale Ltd.—Bremner White Ltd.—Cory Brothers & Co. Ltd.—D.R. Crosskill & Sons Ltd.—Eastern Wholesale Chemists Ltd.—James Hardcastle & Co. Ltd.—Jackall & Co. (Ireland) Ltd.—Macey Sundries Ltd.—McWaters & Co. Ltd.—I. & N. Rabin Ltd.—Hugh Reynolds Ltd.—Sangers Ltd.—Vestric Ltd. (selected branches)—P.W. Widdock & Co. Ltd.

For details contact your local wholesaler or direct from:  
Undercover Products (International) Ltd.,  
Queensway Industrial Estate,  
Wrexham, Denbighshire. Tel: 0978.53535/6  
London office: 01-794 9784.



# A Daniel Hanbury centenary

by Leslie G. Matthews

It was at the British Pharmaceutical Conference at Norwich in 1868 that Daniel Hanbury was president; an eventful year for pharmacy, one that saw the passage of the Pharmacy Act establishing the first Register of Pharmaceutical Chemists and Chemists and Druggists, the basis of examinations by the Pharmaceutical Society and the first Schedule of Poisons. Small wonder that at this Conference there were mutual congratulations for this recognition of the place of pharmacists in the public weal. This year, after an interval of 107 years, the Conference meets again at Norwich.

## Busy life

Daniel Hanbury, eldest son of Daniel Bell Hanbury and Rachel Hanbury, born September 11, 1825, died March 24, 1875 and was buried in the Friends' burial ground at Wandsworth. It is fitting that his accomplishments and his service to pharmacy should be recalled 100 years later. His was a packed life: apprenticeship at the age of 16 in the Plough Court Pharmacy was followed by study in the Society's School where materia medica was then taught by Professor Jonathan Pereira, whose influence upon Daniel was profound. Indeed, the friendship which developed between them probably set the course of Daniel's immense contribution to materia medica and botany which became his lifelong interest: a life, alas, abruptly terminated in his fiftieth year by typhoid and jaundice.

Fortunately a few months before this he had passed the proofs of *Pharmacographia* (London: Macmillan & Co. 1874), the great work on the history, sources and action of natural drugs used in medicine, written by himself and his friend, Professor Friedrich A. Flückiger of Strasburg, a work never surpassed for its accuracy of detail and the width of its scope. Within a few months of Hanbury's death, by December 1875, there had been two suggestions to the Pharmaceutical Society's Council, by Thomas Greenish, one of its members, and by Professor Dragendorff of Dorpat, that a memorial to Daniel Hanbury be instituted. Funds were forthcoming, a medal was proposed but the funds permitted of a medal every two years only. The first medal was awarded to Professor Flückiger. The basis for the award was original research in chemistry and pharmacy. Usually the medal has been awarded every two years though there have been some missing periods.

Those distinguished in the earlier years included Dragendorff, Planchon, Tschirch, Collin and Perrot. During the first 30 years the majority of the awards went to foreign workers, only four members of the Pharmaceutical Society were recipients



Daniel Hanbury

— J. Eliot Howard, whose work on quinine had been stimulated by Hanbury; David Hooper, for botanical work in India; E. M. Holmes, curator of the Society's materia medica museum; and Professor H. G. Greenish. While the Chemical, Linnaean and Pharmaceutical Societies were concerned with recommending the medallist, they were joined in the early years by the president of the BPC and one other pharmacist nominated by the Pharmaceutical Society and the Pharmaceutical Conference. To date no woman has been chosen as a Hanbury medallist.

## Memorial room

In 1903 Sir Thomas Hanbury, a younger brother of Daniel, provided funds that enabled a gift of £50 to accompany the medal and it has become customary for the medallist to give a lecture on a subject in which he has worked or in which he has a special interest. Sir Thomas also presented to the Society Daniel's herbarium, including the Chinese collection, books and a portrait. For many years the Hanbury Room at the Society's Bloomsbury Square House perpetuated Daniel's name.

Daniel served as an examiner for the Society for 12 years. His Fellowship of the Linnaean Society gave him great pleasure. Learned bodies all over Europe honoured him and the Royal Society recognised his outstanding work by electing him a fellow.

It was Daniel's interest in pharmacology and pharmacognosy that inspired the BP Conference Committee to appoint him president in Norwich in 1868 and again in the following year at Exeter. At the latter he made history by translating a German publication on chloral hydrate, said by Joseph Ince to be the

first introduction of that drug to the English public.

How did Daniel achieve so much in a short life of 30 years from the age of 20 until his death at almost 50? Early rising, consistent toil and readiness to learn from others. There is little doubt that his singleness of purpose and his abstention from any "man-about-town" activities were fostered by his Quaker upbringing. He gained personal satisfaction from the elucidation of problems. He travelled widely in search of information that would enable him accurately to identify botanically sources of raw materials. It was only in his later years that he retired from business connected with the Plough Court pharmacy.

Occasionally, but only occasionally, he lets himself stray into lighter fields, as in his very last paper on "Spices, Groceries and Wax in a Medieval Household, 1303-10", read for him posthumously in December 1875. Even here his comments revealed his wide learning and added to the Camden Society's printed account. As for his "Chemist's Holiday in France", read at the Bath Conference in 1864, it was clear that no matter where he went, some plant or other caught his trained eye and invited comparison with his finds on other journeys.

No ivory tower for him: he visited docks and warehouses to see for himself what was being imported, what adulterants there might be, and to verify the actual contents of bales. A long journey in 1860, with Sir John Hooker, took him from Trieste to Smyrna through the Holy Land and led to the resolving of problems of identification of drugs and their botanical sources. Two of his discoveries, the source of styrax (*Liquidambar orientalis*) and of Tampico jalap (*Ipomoea simulans*) were chosen by the artist, Thomas Woolmer, to adorn the Hanbury Medallion presented by Mrs Woolmer to the Museum at Kew Gardens. Daniel enjoyed his brother Thomas's famous garden at La Mortola, near Mentone and just inside Italy. Sir Thomas had spent most of his business life in Shanghai before returning to England and to Italy. Perhaps this was the reason why Daniel became interested in the Chinese materia medica on which he became an authority. Much of that he wrote on this topic is to be found in *Science Papers, chiefly Pharmacological and Botanical* (London: Macmillan & Co. 1876), edited, with a memoir, by his friend Joseph Ince. He was an active participant at evening meetings of the Pharmaceutical Society and his publications are numerous.

## Progressive art

At the Norwich Conference Daniel was insistent that attention be paid to the cultivation of medicinal plants in Britain, a subject to which he returned at Exeter. He spoke of pharmacy as an art that was very progressive, saying that almost every new discovery could yield something profitable for pharmacy if only pharmacists would identify themselves with the general advance of knowledge. He would have been delighted with the recent upsurge in pharmacognosy and with the success that has attended those who seek for new remedies from natural products.

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by a customer suffering from  
anxiety or sleeplessness due to  
noise, recommend...*

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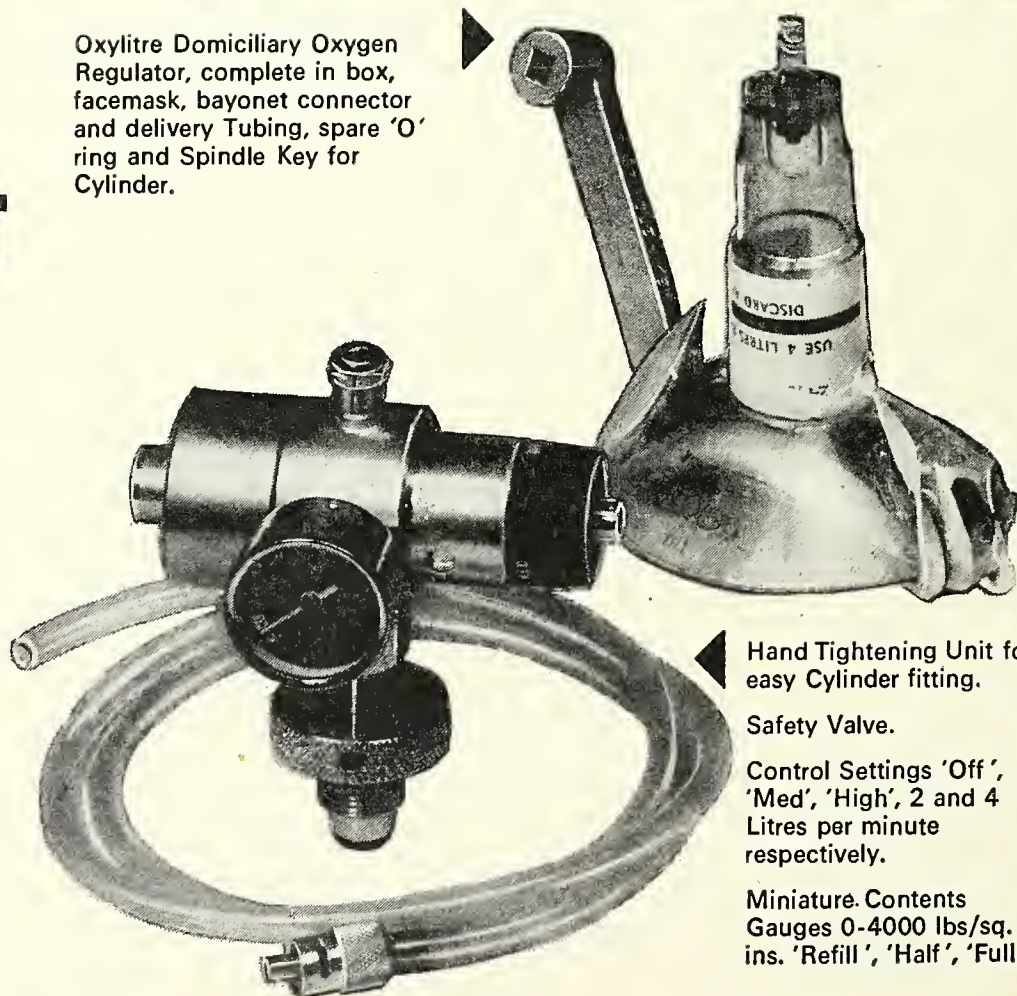
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# Letters

## Three days' supply only

Having digested the latest piece of non-sense emanating from the Scottish contractors' arbitration award (last week, p 235), it is obvious that we are getting nowhere fast. I suggest sanctions be applied nationwide as follows: Every prescription *bar none* be cut down to three days' supply, clearly marked, and a printed form be given to every patient advising them to return to the doctor for another prescription before the three days are up. The results can be imagined. And if the famous chemist-multiple does not wish to take part—mobile picketing to close them.

Let's not play at sanctions like our Southern colleagues, but really pull together—we will win.

Peter Ralston  
Liverpool 20

## The pharmacist pays

I see from the various media our much maligned GP's are to receive an increase in remuneration from July for prescribing contraceptives on FP10's. From the same media, I have not seen a single word about any increase in remuneration for dispensing more than one month's supply per FP10.

The so-called over-worked and under-paid GP loses his fee for writing private prescriptions and is immediately compensated. The pharmacist, in his forgotten backwater, loses his monthly retail sales from these private prescriptions, and has them replaced with an on-cost of less than 10 per cent plus one professional fee, plus the usual delay in payment from the NHS.

It would appear we are financing this increase in doctor's remuneration. Yet another doctor-driven nail into our dispensing coffin! Action now by our moribund Chemist Contractors Committee is called for, not after July.

J. David Thomas  
Pelsall

## 'Ungracious charge'

It is hard to accept Mr David Sharpe's rather ungracious charge of complete misreporting of his remarks at the recent Bournemouth meeting (*C&D*, February 8, p 182). The figures quoted are not disputed by Mr Sharpe and the distinction between a "professional" pharmacy and a "traditional" one appears to be entirely academic in this context. The figure of £50,000 turnover would have to be about the same in each case in order to ensure a net return of £7,500 to the proprietor.

Unless it is claimed that retail sales produce substantially more *percentage* profit than NHS dispensing or that the pharmacist in charge of a "traditional" pharmacy can manage on a greatly inferior salary it is rather difficult to

understand the nature of the complaint.

In any case Mr Sharpe's figures are likely to be overtaken by events in the near future and while many can live on less than this today the march of inflation is likely to make it impossible in the next two or three years and the net return of £7,500 is about the figure now being negotiated as a notional salary. Mr Sharpe should be pleased to have the credit for drawing the attention of the profession to economic facts, and the object of the report was to give him this credit.

Stanley Bubb

Secretary, Bournemouth and East Dorset  
Branch, National Pharmaceutical Union

## Security idea

There is no doubt that a large part of the problem concerning the theft of drugs from the new cabinets is due to the fact that most of them are painted white, and they are recognised at once.

This we solved by covering the front with grained-wood design Fablon to match the background and the effect was further improved by hanging a calendar and other items in front of the cabinet.

Obviously, the cabinet would be found eventually, but as a delaying tactic, it is very useful.

Sussex pharmacist

## Safety packs report: US doctor's criticism

Some of the findings of the Medicines Commission working party on child-safety packaging (*C&D*, August 10, 1974) are open to question, according to Dr R. G. Scherz, medical director of the Mary Bridge Children's Hospital, Tacoma, USA, and chairman of the American Academy of Paediatrics. Dr Scherz, who was replying in a letter to points raised by Mr G. McHardy Smith, marketing manager of U.G. Closures & Plastics Ltd, says that overall, publicity campaigns have failed to reduce child poisoning. During "Poison Prevention Week" in the United States the calls to the poison centre usually increase. "I can't deny that there may be *some* effect, but it certainly isn't dramatic. However, over the life of a child, education *does* make a difference. If it were not so, then one would expect poisoning to *increase* with the later development of a child. In fact, childhood poisoning rates drop off rapidly after age 2½-3 years. The rise in poisonings that occur during adolescence and beyond, relate to non-accidental, self-induced poisonings, rather than naivety or immaturity."

### 'Halo' effect

Asked whether parents tend to become careless Dr Scherz says his experience is that parents tend to become more careful. "The package itself becomes a physical reminder that the product is hazardous to children. We have seen a *decrease* in childhood poisonings from other products which can best be explained as a halo effect of safety packaging in the home. The parent who uses safety packaging is reminded that there are hazardous products in the home, and may be more likely to transmit this concern to the children by educational teaching and/or better storage practices."

On failure to replace a child-resistant closure properly, he reports that a study of all childhood ingestions involving safety packaging of 2,121,000 prescription drugs, from May 1967 to June 1974 (7 years), disclosed that two out of three of the failures that led to accidental childhood ingestions were due to adult misuse, rather than failure of the closure. "However, even including these adult errors, the reduction in childhood poisonings has been quite significant. Based on previous studies, we would have expected 416 childhood poisonings from oral pre-

scription drugs during the last 7 years. Actually, there were 48 poisonings, involving 44 containers. Only 14 were opened by children, the other poisonings occurred due to adult error. Of the 14 opened by children, only four of them opened the closure in a reproducible conventional manner.

### Danger in unit packs

"The effectiveness of blister packs, etc. in clinical studies is completely unknown. The work done by Dome, et al, a few years ago was based on structured tests with young children. What would happen in the home is *not* known. However, if a tablet is attractive to a child, in an easy-open unit package, and tastes good (sugar coating, or "candy" flavoured) then the child will be more likely to ingest a large number. In current unit dose packages, even the child-resistant ones, children are more likely to obtain at least some of the contents, versus regular child resistant packaging where the child will be less likely to take any. We have had more complaints from adults trying to open child-resistant strip packs, than child-resistant press-and-turn safety caps. For an adult that has to take four or five tablets, several times a day, the unit dose can be a real bother.

Asked about children's ability to learn how to open child-resistant closures Dr Scherz says children aged 4 years and under have increasing difficulty in doing so based on a study of over 3,000 children, age 42-51 months. "If the child can't pry off the top with his hand, and/or teeth, then he may learn to open it by watching adults or older children. A little common sense by adults to avoid showing the child how to open the closure, combined with everyday educational experience, to teach the child that the only thing to put in the mouth is food, will delay the learning by the child of how to open the tricky containers, until he is beyond the age of accidental childhood poisoning from ingestion.

Dr Scherz favours press-and-turn safety packaging for the elderly or infirm as it is the easiest to teach them to use. □ E. R. Squibb & Sons Ltd say that bottles of Motival tablets have been sealed by the Clic-loc cap since October 1974, and have had no adverse comments from users of the 60,000 bottles so far sealed in that way.

# Westminster report

## VAT officials' powers of search queried

Mr Wyn Roberts asked in a written Commons question last week what rights VAT officials had regarding entry into private premises and inspection of goods and records.

Replying, Dr John Gilbert, Financial Secretary to the Treasury, stated that if such premises were used in connection with a business, VAT officers had powers of entry and inspection of goods under Section 37 of the Finance Act 1972. "Under Section 35 of that Act, VAT officers may require any person who is concerned in the supply of goods in the course of a business or to whom such a supply is made to produce for inspection any documents relating to the goods or the supply."

Mr Roberts also asked if the Chancellor of the Exchequer would publish a code of conduct for VAT officials inspecting goods and records on private premises. Dr Gilbert stated that goods were inspected only on premises used in connection with a business, and "as a general rule" records were also inspected only on such premises. "VAT officers carry out these duties in accordance with instructions issued by the Commissioners of Custom and Excise," he added.

## New VAT exemption level?

Dr John Gilbert, Financial Secretary to the Treasury, replying to a written Commons question last week, estimated that the VAT exemption level of £5,000 would have to be raised to about £6,500 to restore it to the same level in real terms as it had been when VAT was first introduced. Questioned if the Chancellor of the Exchequer had proposals for raising the exemption limit, Dr Gilbert replied: "I cannot anticipate my right honorable Friend's Budget statement."

## Call for alternatives to animal experiments

An all-party group of MPs has tabled a Commons motion calling for the replacement of animals in medical experiments.

The motion states: "This house, believing that speedier progress must be made in replacing animals in medical experiments, and considering that insufficient attention is being given to the development of alternatives to animals for research, urges the Government:— (1) to ensure that relevant information about alternatives is made available on a regular and systematic basis to all institutions where animals are so used; and (2) to give higher priority to projects where alternatives are being developed." The motion's

leading signatories are Miss Janet Fookes, Mr William Hamilton and Mr Emlyn Hooson.

## Bill to ban testing of cosmetics on animals

A House of Lords Bill to ban animal experiments to test cosmetics was published recently. Baroness Phillips' Cruelty to Animals Bill (HM Stationery Office, 4p) seeks to exclude "experiments performed solely for the purpose of testing a cosmetic preparation or making any test in the course of development of a cosmetic preparation" from references to "experiments performed with a view to the advancement by new discovery of physiological knowledge" under section 3 of the Cruelty to Animals Act 1876 — the section which imposes restrictions on animal experiments. "Cosmetic preparation" is defined in terms of a preparation intended for external application to beautify or amend a person's appearance and which is not intended to be used medicinally.

## No legislation to restrict aerosol sales?

When asked to introduce legislation to ban the sale of aerosol containers to persons aged under 18, Mr Alan Williams, Minister of State for Prices and Consumer Protection, said he was concerned about the dangers of sniffing the propellant gases "but there are many other substances which may be misused in this way. To be effective, a ban on their sale to young people would have to apply to a wide range of domestic products and would be difficult to justify in view of the small number of those who misuse them. We are seeking ways to discourage this abuse and have asked the Health Education Council for their advice."

## Call for no limitation on dispensing by doctors

Mr Robert Kilroy-Silk asked in a written Commons question if the Secretary of State for Social Services would take "no steps that would in any way limit" dispensing by rural doctors.

Dr David Owen replied:— "Discussions are taking place with the medical and pharmaceutical professions about arrangements for the supply of medicines to patients living in rural areas. My main concern is the patients' interest and I have made it clear that I cannot agree to any change in regulations except with the agreement of both professions."

## NHS dismissal procedure

Mrs Barbara Castle, Secretary of State for Social Services, answering a written Commons question last week, stated that a new NHS dismissal procedure had recently been agreed by the General Whitley Council. The new agreement continued to provide for a right of appeal to the employing authority, and provision for a further right of appeal to an independent body was under negotiation.

# Films

## Prescription for Complaints

Video Arts Ltd, 205 Wardour Street, London W1. 16mm. Colour. 21 min. Sale £232.20; hire £37.80 (two days), £48.60 (seven days).

Written by Denis Norden and featuring a number of well-known comedy actors, this training film puts over many points on dealing with customer complaints in an entertaining way. Although the customer's complaint is different every time, there is a formula to deal with his psychological state to send him away happy, and that is what the film illustrates.

The analogy of the doctor's surgery is used to illustrate the likely effect on customers (patients) if the doctor were to treat them as some sales staff do. The doctor's technique is also the key to the formula's six-part sequence: hear the complaint out, sympathise, do not make excuses, obtain all the facts by asking questions, agree a course of action, and follow it through to completion. Each step is illustrated, while other scenes depict the customer's likely reaction if any stage is left out or mishandled.

## Neddy's views on chemical investment industry

The National Economic Development Council meeting recently agreed on the need to sustain investment in the chemicals industry and asked for an urgent report from the industry's own economic development council on whether specific proposals for action at sector level could be developed on a tripartite basis for consideration by Neddy.

By concentrating on specific and uncontroversial areas the TUC and Confederation of British Industry "can join forces remote from the rows surrounding the proposed National Enterprise Board and compulsory disclosure of company information".

## Review of food labelling

The Food Standards Committee is to review the labelling and advertising of food. The Committee would welcome written evidence on all aspects, particularly on: percentage declaration of main ingredient, exemptions from declaration of ingredients, use of generic terms in ingredient lists, claims on labels and in advertising, misleading descriptions and illustrations, need for requirements for nutritional labelling, labelling of non-prepacked foods and the permitted use of brand or coined names as a sufficient description for food. The question of declaration of water in food will be considered as part of a separate general review on water in food.

Representations should be sent to the secretary, Food Standards Committee, Ministry of Agriculture, Fisheries and Food, Room 426, Great Westminster House, Horseferry Road, London, SW1P 2AE, not later than April 14.

# Wilkinson Sword service, that's what's going on.

This summer, Wilkinson Sword are launching Foster Grants, America's best selling brand of sunglasses.

There'll be a big £120,000 TV campaign to tell everyone about Foster



Grants polarised lenses and trendy fashion frames, but in addition to that, there'll be something you've never had before from a sunglass supplier.

Wilkinson Sword service.

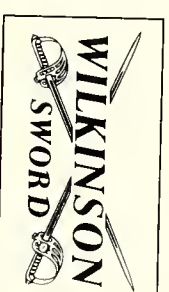
Look at just what that means:

☐ A pre-loaded display unit supplied free and regularly re-stocked and serviced throughout the season by our salesforce.

☐ An ex-car exchange service to make

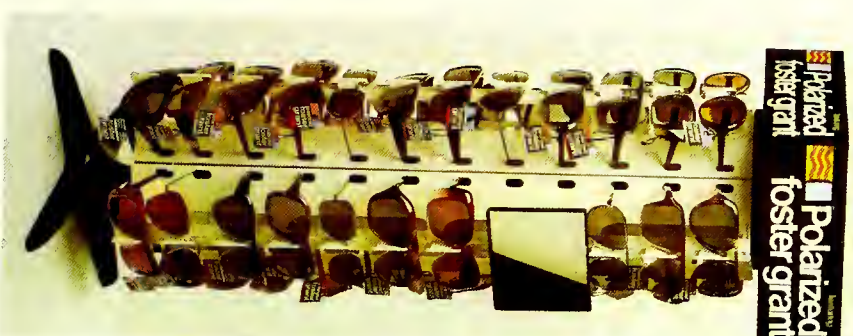
sure you always have enough of your fastest selling styles.

☐ A choice of more than 50 different styles.



☐ There's no need to price mark; each pair of Foster Grants has a pre-priced, pilfer proof tag.

☐ 5 distinct price levels to suit all your customers' pockets.



☐ Free sunglass cases for your customers.

## Polarised Foster Grants

Not just the looks and the lens, but the service as well.



What's going on behind these shades?

# 'R. Gordon Drummond' goes up on all 'Guinness' pharmacies

By April, all retail pharmacies in the "Guinness" group should be operating as R. Gordon Drummond, the trading title which the company intends to bring to the public. With the introduction of the common facia, the group hopes the public will come to associate the name of R. Gordon Drummond and its distinctive blue recipe symbol with pharmacies in good locations, providing a service to the local and passing trade.

Among the names gradually disappearing from the shop facias will be Johnston & Adams (Dundee), Cockburns (Glasgow and West of Scotland), T. E. James (South West Essex), I. D. Sherman (London and suburbs), F. H. Moss (Bristol), Reynolds & Johnstone (Wallingford, Berks), Edmondson & Vogt (Kendal and Lake District) and J. L. Whitton (Coatbridge).

Continued expansion in the seven months since *Chemist & Druggist* first reported the Guinness interest (June 15, 1974, p 750) has not led to a significant increase in numbers — there were 118 pharmacies at that time and last month the overall figure had climbed to 126, the company having closed some of the less economic businesses acquired in group purchases.

In addition R. Gordon Drummond have 12 non-pharmaceutical outlets (John Skinner Ltd), including health food stores and gift stores in holiday areas. However, the company's policy is to concentrate on pharmacies which might have additional departments rather than to open further specialised non-pharmacy outlets. A good illustration of this policy can be found in the changes made in one of the Stirling branches where the pharmacy department has been refurbished on the ground floor and the basement opened as a gift hall and cosmetic department, also in Oban where a completely new upstairs department selling Scottish gifts was added to the modernised ground floor pharmacy.

## Further increase expected

Current expansion is geared to present economic conditions and it is expected that the company will continue to significantly increase its retail outlets, though perhaps at a reduced rate, over the next twelve months. The intention is to concentrate expansion in the tourist areas and in the High Streets of county towns where the agricultural expertise of the associated animal health division of Morison Son & Jones (R. Gordon Drummond's holding company) can be put to good use.

Within the group too are the wholesale companies of William Davidson (Aberdeen), Brown Gray & Co. (Glasgow) and James Hardcastle (London) which operate

as totally independent bona fide wholesalers with their own individual management structure. Their dealings with the retail shops being conducted on a strictly "arms-length" basis.

The deliberate policy of the company has been to keep the management structure simple and predominantly pharmaceutical (though it is perhaps a little too early for Parkinsonism to have forced its way in!).

## Directors

The directorate of R. Gordon Drummond consists of G. Deas Drummond, BSc, FPS, a member of a well known pharmaceutical and medical family who for many years has been a member of the Scottish Standing Committee and is currently a member of the Forth Valley Health Board; Mr W. Y. Hughes, BSc, MPS, managing director of M.S.J. Securities Ltd, the Arthur Guinness subsidiary which is the financial and management holding company for pharmaceutical and allied interests; Mr Bernard Brown, MPS, MIPharmM, managing director of the retail group, formerly of Johnston & Adams Ltd, and currently a council member of the Scottish Pharmaceutical

The new RGD symbol

Federation; and Mr L. A. F. Roncone, CA, finance director. Staff in the group seem impressed by the fact that top management is not only identifiable, but known personally, on the lower rungs of the ladder.

With a dozen area managers handling small groups of shops there should be excellent career prospects. Many of the pharmacists already in management are young women, including one at area management level. The company is taking an active interest in pre-registration training for graduates especially at this stage from Scottish schools of pharmacy.

## Cost of employing a representative

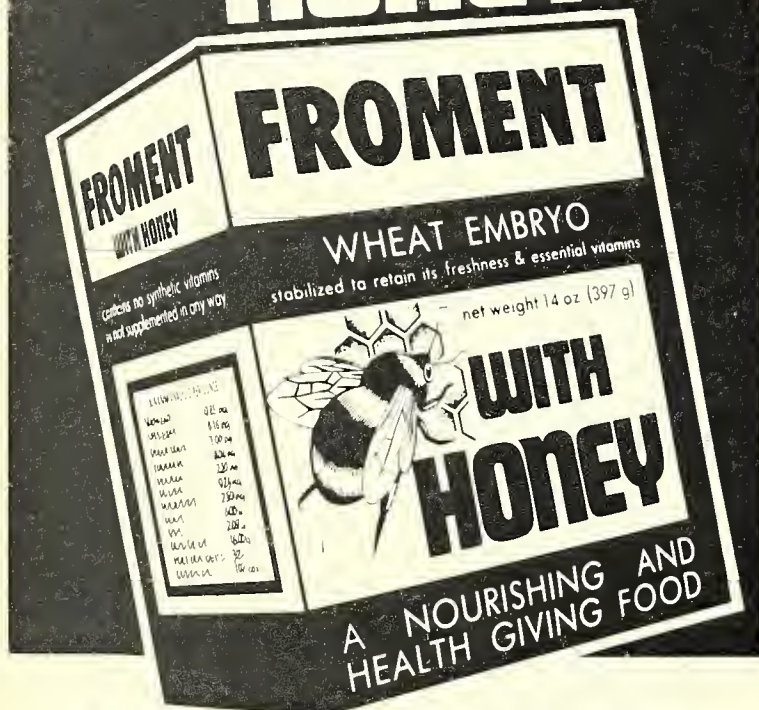
An "average" retail representative in October 1974 cost his company £6,650 a year gross of expenses, supervision and ancillary costs according to a survey carried out by Co-ordinated Marketing Services (PR) Ltd. The number of weeks worked in the field fell to 44 weeks

(compared with 18 months previously). The cost has risen 17.8 per cent over the period. Some items, says the report, have increased only marginally and one item — hotel expenses — has actually been reduced because on average representatives stay away from home less.

Barbados Pharmaceutical Society's booth at a recent National Health Exhibition in Bridgetown, Barbados. The exhibition resulted in the formation of a diabetic association for the islands



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# Company News

## BAC optimistic about the American market

Substantial investment in the promotion of products by Yardley in the United States produced markedly higher sales and the loss was contained at the same level as last year according to the annual report of the British American Tobacco Co Ltd, published last week. The review adds that Germaine Monteil continued to perform well in the US.

In Continental Europe the Yardley and Lenthéric operations were reorganised as part of a plan to expand the group's business but trading conditions were not favourable for a major attack on the markets. There was significant growth by Yardley in Australia and in Latin America where Colombia and Venezuela continued to achieve good results.

As previously announced (*C&D*, February 15, p220) UK sales and profits by the cosmetics division increased despite price controls and supply shortages.

Mr E. A. G. Morgan, managing director, British American Cosmetics Ltd told *C&D* that sales in the US in the year under review were up by 50 per cent. Much of the increase was attributed to the marketing of a special single pack of Yardley toilet soap to Super-market stores as well as the traditional outlets. This had sparked off increased demand for the original packages of three — both toilet and bath.

Apart from the UK where the company were the largest suppliers of cosmetics (Avon excepted), they were also No. 1 in New Zealand and No. 2 in both Australia and South Africa. Sales of BAC divided geographically were roughly: UK and US each one-third and the remaining one-third elsewhere.

## ICI's higher profits due solely to overseas trade

Group sales of Imperial Chemical Industries Ltd in 1974 at £2,955m were 36 per cent higher than in 1973. Sales in the UK increased from £942m to £1,199m; all of the increase was due to higher average selling prices reflecting still larger increases in costs. Sales overseas, including exports from the UK, rose from £1,224m to £1,756m; of the increase nearly two-thirds was due to higher selling prices, the remainder to the effects of changes in exchange rates and greater volume. The fob value of exports rose by 58 per cent to £636m.

Practically all the increase in profit before tax in 1974 compared with 1973 has arisen from business overseas (including exports from the UK) which now accounts for more than two-thirds of group profits.

If the total profits were to be corrected for inflation then the group profit before

tax of £455m for 1974 would be about £125m less.

The board have decided to recommend a final dividend of 5.025p £1 unit. If accepted the total ordinary dividend for 1974 will be 121.8p equivalent to 16.5375p gross. The pre-tax profit in the fourth quarter of 1974 at £82m was lower by £10m compared with the last quarter of 1973.

## Schering Corporation enters Indian market

Schering Corporation of the US have established a base in India via C. E. Fulford (India) Private Ltd, held entirely save for one share of Rs100 by Fulford of UK. Schering's antibiotic, Garamycin, is now being marketed by Fulford, the latter company having secured an industrial licence for its manufacture.

India's Minister for State for Petroleum and Chemicals, Mr K. R. Ganesh, has complained that the licence was issued while he was away in hospital.

Garamycin powder is imported at an estimated value of Rs5m a year and packed at the Fulford plant in Bombay. Fulford propose to establish in India a Rs80m-plant to produce the antibiotic from the fermentation stage. For this it has sought Government permission.

## United Glass profit dip

The pre-tax profit of United Glass Ltd amounted to £5.51m in 1974, compared with £5.63m previously. The chairman, Mr J. R. Cater, says there was a strong demand for all products but production was curtailed by industrial action, primarily in some suppliers' operations and to a lesser extent in a number of group factories. Consequently sales volume was affected, and it is estimated that more than £1.5m profit was lost.

## Willows Francis loss

Willows Francis Ltd had a pre-tax loss of £54,645 in the six months ended December 31, 1974, against a profit of £65,856 in the comparable period of 1973. Turnover was £906,222 (£819,035). There is no interim dividend

### Briefly

**Monsanto Co:** Sales in 1974 at \$3,500m were up 32 per cent and net profit at \$323.1m was up 36 per cent on the previous year.

**Metal Box Ltd** have moved their head office to Queens House, Forbury Road, Reading RG1 3JH (telephone 0734 581177) [amended note].

**Impact Packaging Ltd**, are to open a £100,000-factory extension in June, at Heanor, Derbys, which will more than double the firm's production space to 18,000 sq ft.

**Guinness Peat Group Ltd:** To reduce disparity the interim dividend is being raised from 1.75p to 2p net per 25p share. Holders will have the option of cash or shares except as regards the first 0.1p which will be in cash to retain trustee status.

**Roha-Werk (UK) Ltd**, has been established by Roha-Werk of Bremen, West Germany, to represent their business interests and to develop their pharmaceutical marketing projects in the UK. Mr N. Cochrane and Mr J. D. Dade, MPS, DBA, have been appointed joint managing directors. The company's administrative offices will be at 1A Stert Street, Abingdon, Oxfordshire.

## Appointments

**F. A. Billington (Holdings) Ltd** have appointed Mr R. J. Buxton, MPS, and Mr C. Jordan, ACA, to the main board.

**Parfums Givenchy Ltd** have promoted Mr F. V. Fettes their field sales manager. Vic Fettes joined Givenchy in 1972.

**International Chemical Co Ltd** have appointed Mr P. Daisley to the newly created position of group product manager in their UK marketing division. In this position, he becomes deputy to the marketing director.


**Multipax Chemicals Ltd:** Dr Fred Prescott, whilst remaining on the board has been replaced in the chair by Mr R. Stuart-Taylor; Mr Bob Clarke has replaced Mr J. McInnes as managing director. Recent introduction of capital, has enabled the company to expand with the inclusion of an aerosol plant.

**Unipack Ltd:** Mr R. J. P. McIntyre has been appointed to the board, and assumes the position of works director. Mr McIntyre has been works manager since the company was incorporated in 1962. Mrs M. Wolkogon de Montijano has resigned from the board. The company's manufacturer's licence has been extended to cover premises at Farnworth, Lancs, where the works manager is Mr G. Pendlebury.

**Syntex Research Centre:** Mr A. I. Jowett has been appointed director of business affairs for the Syntex Research Centre which is to be established on the campus of the Heriot-Watt University near Edinburgh.

**Cadbury Schweppes:** In parallel with Mr Ralph Auchincloss moving to become chief executive of Cadbury Schweppes' operations in Australia, Mr Leo Ellery has now taken over as chairman of the health and chemical products group of Cadbury Schweppes, which includes Jeyes Group Ltd and its subsidiaries. Mr C. Thompson, managing director, Aerosols International Ltd, and Mr N. Kilroy, managing director, Jeyes Ireland Ltd, have both been promoted to the main Jeyes group board. In the marketing department of Jeyes UK Ltd, Mr W. Bromwich has been promoted marketing manager. Additional to established product group managers are Geoff Pollard and Derek Curry.

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# Market News

## SENEGA SHARPLY UP

London, February 26: Canadian senega would seem to have been almost priced out of the market. After a nominal position for several months, shipment is quoted at £13.00 per kg against a previous level of £6.60. Dearer also in crude drugs are cassia lignea and kola nuts. Lower are copaiba and Peru balsams, buchu and lycopodium. Chinese menthol prices slumped from £17.75 kg in the previous week to £12.50 for shipment. There are no offers of Canada balsam or chillies from usual sources.

During January shipments of Tinnevely senna from the port of Tuticorin included 366 tons of leaves and 180 tons of pods all consigned to Continental Europe. Also consigned were 287 cwt of vinca rosea root and 300 cwt of leaves.

Essential oil prices continued to weaken, however, lime was firmer because of the Mexican crop failure.

In pharmaceutical chemicals, tartrates were reported to be easing but it was difficult to establish their market levels.

## Pharmaceutical chemicals

**Acetic acid:** 4-ton lots, ex-works, per metric ton, BPC glacial £184; 99.5 per cent £173; 80 per cent grades pure, £165; technical £151.50.

**Adrenaline:** (Per g) 1-kg lots synthetic £0.25; acid tartrate £0.20 g.

**Aluminium chloride:** Pure 50-kg lots, £0.6766 kg.

**Aminacrine hydrochloride:** BP £45.83 per kg.

**Ammonium acetate:** BPC 1949 crystals £0.4245 kg in 50-kg lots; strong solution BP 1953 £0.158 kg in 200-kg lots.

**Ammonium bicarbonate:** £70.00 metric ton nominal.

**Ascorbic acid:** £6.00 kg; 5-kg; £5.00 kg; sodium ascorbate, plus 8p; silicone-coated, plus 25p kg.

**Aspirin:** 10-ton lots £0.76 kg.

**Bemegride:** BPC £16.00 kg.

**Bismuth salts:** £ per kg.

	under 50-kg	50-kg	250-kg
carbonate	9.18	8.95	8.90
salicylate	7.68	7.45	—
subgallate	8.13	7.90	—
subnitrate	8.33	8.10	8.05

**Borax:** EP grades, 2-4 ton lots per metric ton, in paper bags delivered — granular £134; crystals £184; powder £148; extra fine powder £155.

**Boric acid:** EP grades per metric ton in 2-4 ton lots—granular £179; crystals £246; powder £197; extra-fine powder £205; in paper bags, carriage paid.

**Calcium gluconate:** £957 per metric ton.

**Calcium lactate:** 250 kg lots £412 metric ton.

**Calamine:** BP £557.00 per 1,000 kg for 250-kg lots.

**Chloral hydrate:** 50-kg lots £0.75 kg.

**Chloroxylenol (PCMX):** BPC in 50-kg lots £2.39 kg.

**Cinchocaine hydrochloride:** £49.50 kg.

**Dapsone:** £4.00 to £6.00 per kg.

**Dexamethasone:** From £3.50 to £3.80 per g.

**Ether:** Anaesthetic BP 2-litre bottles £1.76 each; 130-kg drums £0.84 kg. Solvent BP — per metric ton in 130-kg drums £588.

**Fentichlor:** Technical grade £2.04 kg.

**Ferrous fumarate:** £1.50 kg for 50-kg lots.

**Ferrous gluconate:** £1,395 metric ton delivered.

**Ferrous phosphate:** In kegs £493.50 metric ton.

**Iron and ammonium citrate:** (Per metric ton).

Granules £903; scales £990.

**Iron ammonium sulphate:** 100-kg lots, £255 per metric ton.

**Iron phosphate:** 50-kg lots £553.80 metric ton.

**Homatropine:** Hydrobromide £56.00 kg; methyl bromide £58.00 kg.

**Hyoscine hydrobromide:** £375.50 kg.

**Hyoscyamine sulphate:** 100-g lots £82.00 kg.

**Hypophosphites:** £ per kg.

	12½-kg	50-kg
Calcium	1.86	1.73
Iron	3.77	3.63
Magnesium	3.30	3.16
Manganese	3.92	3.78
Potassium	2.64	2.50
Sodium	2.32	2.19

**Kaolin:** BP natural £95.35 per 1,000 kg; light £102.45 ex works.

**Me.hyltestosterone:** £220-£330 per kg.

**Mersalyl:** Acid £20.25 per kg.

**Mestranol:** £120 kg.

**Narcotine:** Alkaloid and hydrochloride in 25-kg lots £15 kg.

**Neomycin sulphate:** £40.00-£46.00 kg.

**Norethynodrel:** £190-£230 kg.

**PAS sodium:** £1.40 kg.

**Paracetamol:** 50-ton contracts, £2.03 per kg. Premium for direct compression £0.12 kg.

**Paraffins:** Liquid BP heavy £1.266 gal; light BPC £1.137 — for 1 to 5 drum lots; technical white oils WA23, £1.003; WA21, £1.058. Petroleum jelly BP soft white £255.20 ton; yellow from £190 to £240.60 nominal.

**Potassium acid tartrate:** BPC £1,250 metric ton, delivered.

**Saccharin:** BP in 250-kg lots £2.66 kg; sodium £2.35 both nominal.

**Salicylic acid:** £0.67 per kg in 1-ton lots.

**Sodium gluconate:** £510 per metric ton.

**Sodium perborate:** (per 1,000 kg)—monohydrate £340;—tetrahydrate £200.

**Sodium potassium tartrate:** Granular £1,160 metric ton; powder £1,170.

**Sodium sulphate:** BP crystals per metric ton £72.50; commercial £26.85.

**Sodium thiosulphate:** Photo grade £112.75 metric ton; commercial £107.25.

**Sorbitol:** Powder £440.50 metric ton in 250-kg lots; syrup 1-ton £200.

**Stibocestrol:** BP £78.75 per kg.

**Strychnine:** In 5-10-kg lots, per kg, alkaloid £40.00; sulphate or hydrochloride £30.00.

**Tartaric acid:** Spanish £1,200 per metric ton.

**Crude drugs**

**Balsams:** (kg) Canada: nominal. **Copaiba:** BPC £2.15 spot; £1.95, cif. **Peru:** £7.70 spot; £7.00, cif. **Tolu:** £3.60 spot.

**Buchu:** Rounds £2.90 kg spot; £2.80, cif.

**Cardamoms:** (per lb cif) Alleppy greens No. 1 £2.00; prime seeds £2.00.

**Cassia:** lignea Chinese £1,150 spot; £1,100, cif.

**Chillies:** Short. Prices nominal.

**Gentian:** Root £2.05 kg spot; £1.95 cif.

**Kola nuts:** £155 metric ton, cif.

**Lycopodium:** Indian £4.15 kg; £3.80, cif.

**Menthol:** Brazilian £11.00 kg spot; £10.50, cif. Chinese spot short; afloat £14.20; shipment £12.50.

**Nutmeg:** East India 80's £1,560 ton, cif.

**Pepper:** (ton cif) Sarawak black £760, white £880 prompt shipment.

**Senega:** No spot; shipment £13.00 kg cif.

**Essential and expressed oils**

**Almond:** Drum lots £1.32 kg.

**Amber:** Rectified £0.45 spot.

**Anise:** £19.00 kg spot; £14.65; cif, nominal.

**Bay:** West Indian about £11.00 kg.

**Bergamot:** From £14.00 kg as to grade.

**Bois de rose:** Shipment £6.00 kg, cif.

**Buchu:** English distilled £270 kg nominal.

**Cade:** Spanish £1.10 kg spot.

**Cajuput:** £5.00 kg on spot.

**Camphor white:** £1.70 kg spot and, cif.

**Cananga:** Java £7.40 kg spot.

**Caraway:** Imported £17.10 kg.

**Cardamom:** English distilled £85.00 kg.

**Cassia:** Chinese £12.00 kg spot; £10.50 cif, nominal.

**Cedarwood:** Chinese £1.25 kg spot and cif.

**Celery:** English £35.50 kg.

**Cinnamon:** Ceylon leaf £2.50 kg spot; £2.40, cif. English distilled bark £160 kg.

**Citronella:** Ceylon £1.75 kg spot, £1.45, cif.

**Clove:** Madagascar leaf £3.65 kg spot; £2.75, cif, bud £27.50.

**Coriander:** £15.00 kg spot.

**Cubeb:** English distilled £19.50 kg.

**Dill:** £18.20 kg nominal.

**Eucalyptus:** Chinese £6.25 kg spot, £5.70, cif. 80-85 per cent. Spanish/Portuguese £4.25, cif.

**Fennel:** Spanish sweet £15.00 kg spot.

**Geranium:** (kg) Bourbon £24.00 kg spot.

**Ginger:** English distilled £71.00 kg nominal.

**Juniper:** Short. No offers.

**Lavender:** French £14.00 kg spot.

**Lavender spike:** £13.50 kg spot.

**Lemon:** Sicilian best grades from £7.25 kg.

**Lemongrass:** Spot £3.00 kg, spot; £3.00, cif.

**Lime:** West Indian £8.75 kg spot.

**Mandarin:** £5.80 kg c and f.

**Nutmeg:** (per kg) English distilled from West Indian £23.50, from E. Indian £17.50.

**Olive:** Spanish export licences suspended; Tunisian £1,050 metric ton, cif. Tunisian £950-£960. Spot £1,150 landed, duty paid.

**Palmarosa:** No East Indian. Brazilian spot £6.70.

**Patchouli:** £4.50 kg spot; £4.25, cif.

**Pennyroyal:** £8.00 kg spot nominal.

**Pepper:** English distilled ex black £64.00 kg.

**Peppermint:** (kg) Arvensis Brazilian £4.00 spot; £3.90, cif. Chinese £6.00 spot; £5.70, cif.

**American piperata** from £18.00.

**Petitgrain:** £6.25 kg spot; £5.70, cif.

**Pine:** (kg) Pumillonis £1.75; sylvestris £0.51.

**Rosemary:** £6.35 kg spot.

**Sage:** Spanish £10.50 kg spot and, cif.

**Sandalwood:** Mysore £42.50 kg spot and, cif.

**Sassafras:** Chinese spot £1.65 kg; £1.60, cif. Brazilian £1.55; £1.50 cif.

**Spearmint:** Chinese £6.20 kg spot; £6.40, cif. American £10.00 spot.

**Thyme:** Red 65/70% £9.00 kg.

The prices given are those obtained by importers or manufacturers of bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

## Coming events

### Monday, March 3

**East Metropolitan Branch, Pharmaceutical Society,** Churchill Room, Wanstead Library, London E11, at 7.30 pm. Mr S. Rose-Meil on "Acupuncture".

**Stockport Branch, Pharmaceutical Society,** Alma Lodge Hotel, Stockport, at 8 pm. Mr A. Jones, JP, on "Views of the new Health Service reorganisation".

### Tuesday, March 4

**Ayrshire Branch, Pharmaceutical Society,** Ballochmyle Hospital, at 7.30 pm, Symposium. Speakers Dr Auld and Dr Nicol.

**Doncaster Branch, Pharmaceutical Society,** Medical teaching centre, Doncaster Royal Infirmary at 8 pm. Talk on "Living with your ostomy" by a member of the staff of ileostomy division, Salt & Son Ltd.

**Manchester and Salford Branches, National Pharmaceutical Union and Pharmaceutical Society,** Grand Hotel, Aytoun Street, Manchester at 8 pm. Mr T. P. Astill on "The shop window of the profession".

**North Metropolitan Branch, Pharmaceutical Society,** School of Pharmacy, Brunswick Square, London WC1, at 8.15 pm. Dr E. D. Cook on "Aetiology and treatment of rheumatoid arthritis and the connection with thrombophlebitis".

**Teesside Branch, Pharmaceutical Society,** Postgraduate medical centre, West Lane, Middlesbrough, at 6.45 pm. Joint meeting with BMA. Dr Gilbert on "The riddle of receptors".

### Wednesday, March 5

**Bedfordshire Branch, Pharmaceutical Society,** Harpur suite, Harpur Street, Bedford. Annual dinner and dance.

**Chiltern Region, Pharmaceutical Society,** Lecture theatre A, department of mechanical engineering, Imperial College of Science and Technology, London SW7, at 8 pm. Professor T. R. E. Southwood on "Environmental problems—today and tomorrow".

**Socialist Medical Association,** House of Commons, London SW1, at 7 pm. "Chile's health service under Allende". Speaker Dr Dominic Costa.

### Thursday, March 6

**Harrogate Branch, Pharmaceutical Society,** Spa Hotel, Ripon, at 8 pm. Annual meeting.

**Hastings Branch, National Pharmaceutical Union and Pharmaceutical Society,** Postgraduate medical centre, Holmesdale Gardens, Hastings, at 8 pm. Mr L. Priest on "Your contract and you".

**Huddersfield Branch, Pharmaceutical Society,** Postgraduate medical centre, Huddersfield Royal Infirmary, at 8 pm. Talk by Dr A. M. Barlow.

**Leeds Branch, Pharmaceutical Society,** Golden Lion Hotel, Leeds, at 8 pm. Mr M. Gordon on "Accidents will happen".

**Society of Cosmetic Chemists,** Royal Society of Arts, John Adam Street, London WC2, at 6.30 pm. Medal lecture. Mr J. B. Wilkinson on "The promise and the product".

**Wessex Region, Pharmaceutical Society,** Postgraduate medical centre, Southampton General Hospital, at 7.30 pm. First of five refresher course lectures on "Aspects of pharmaceutical formulation".

### Advance information

**National Association of Women Pharmacists** Postgraduate course, "Women in pharmacy '75," University of Leicester, Beaumont Hall, Stoughton Drive South, Leicester LE2 2NA, April 12-13 (fee £8.50). Applications to Mrs V. Burden, 105 Scraftoft Lane, Leicester LE5 2FE, before March 16.

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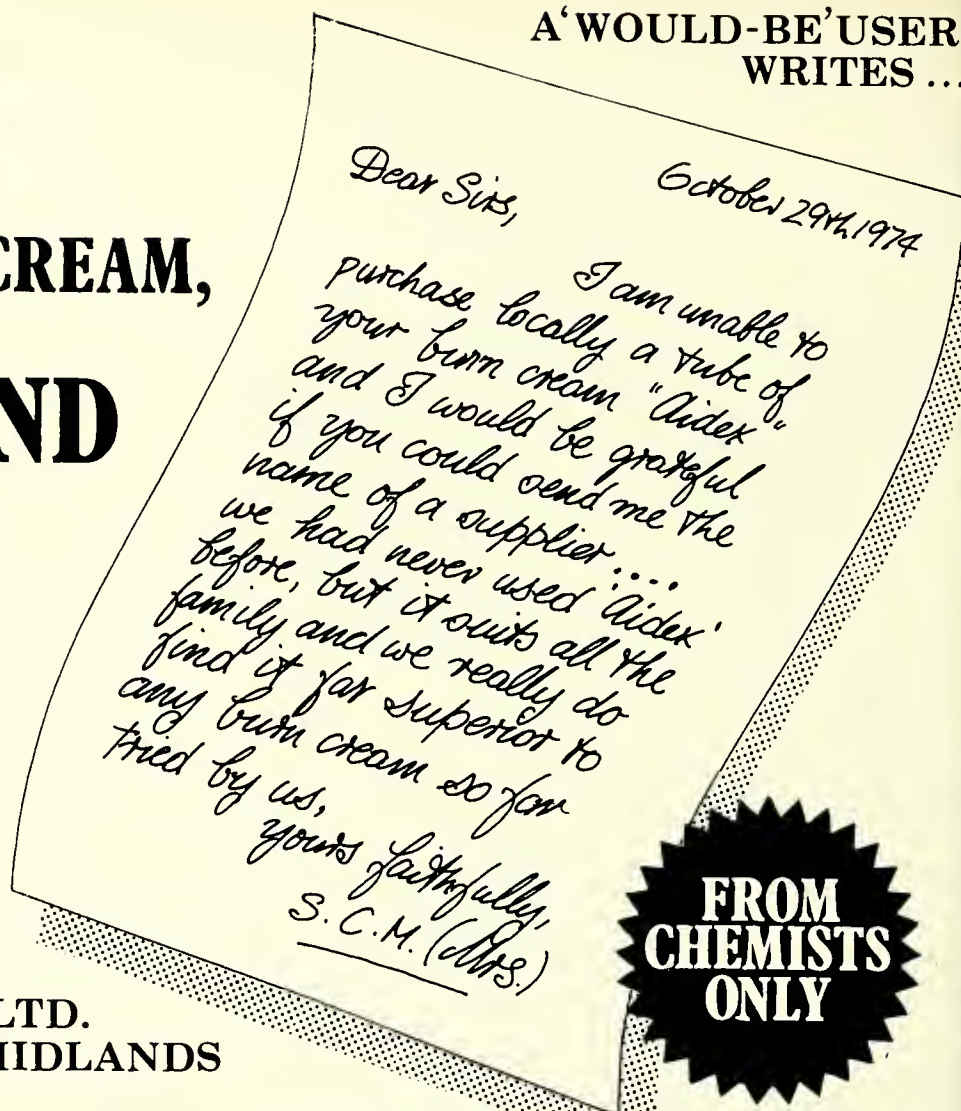
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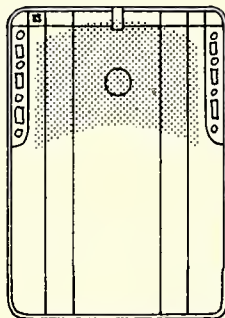
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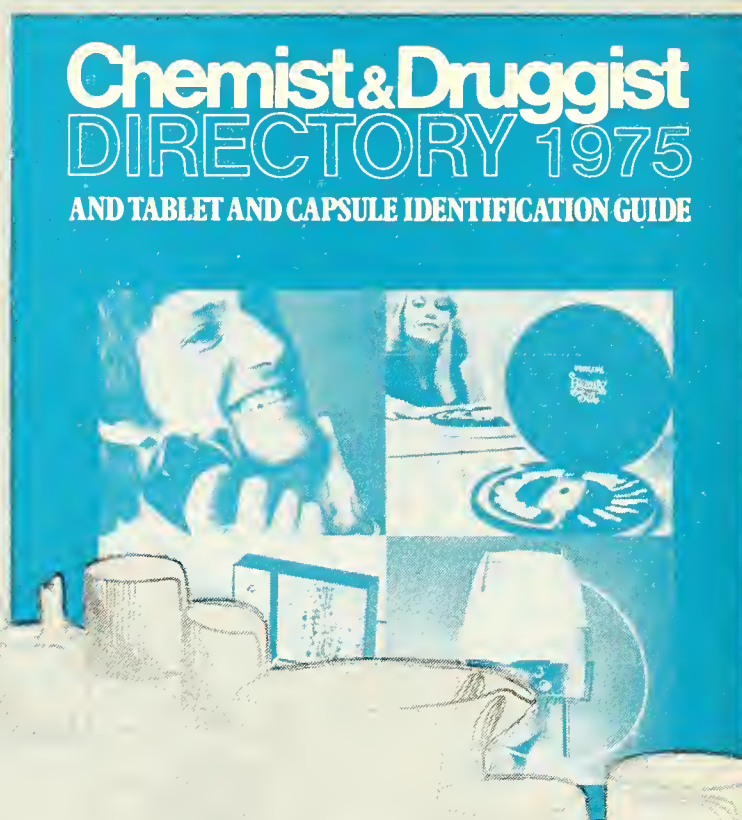
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